

Leonidas, the premium Belgium chocolate brand expands into Retail outlets

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Mumbai, Maharashtra, July 2, 2009 /[India PRwire](#)/ -- Leonidas the premium chocolates brand has made its presence in Indian market. It is the only premium chocolate brand to date having its own exclusive store. In a response to customer needs, Leonidas is expanding its retail operation in India.

As part of the plan, the company has launched special range for the retail. Leonidas is offering customers the opportunity to buy the brand in pre-packed boxes from upmarket retail outlets. Leonidas has launched a special collection for the retail stores.

Indians are travelling the world and looking for international brands back home, their exposure to gourmet chocolates, dark chocolates and demand for vegetarian chocolates has meant an increasing demand for Leonidas in India.

Speaking on the development. Director Ms Vrinda Rambhia, Premium Pralines Pvt Ltd which markets Leonidas in India explains, said, "Distribution is not just about a physical network, the brand has to be available where it is convenient for our customers to purchase. We have decided on retail stores based on customer feedback. We plan to select more retail outlets, which have the infrastructure and customer base to be able to market Leonidas. "

The new retail range consists of the ORIGIN COLLECTION, WHITE CHOCOLATE & FRUIT, PERLES PURES, CHOCOLATE BARS, CHOCOLATE CIGARS, and NAPOLITANS. Pricing will reflect the brand's strategy of offering consumers a surprisingly affordable luxury.

Leonidas retail range will be available at PREMSONS (Breach Candy), RAKHANGI GENERAL STORES (Worli Seaface), ALFA STORES (Irla), CHEDDA DRYFRUITS (Walkeshwar), J.W. MARRIOT (Juhu) and SATYAM COLLECTION (Churchgate).

Leonidas is globally distributed via more than 1600 retail outlets spread over 40 countries.

Notes to Editor

About Leonidas

Leonidas is a premium chocolate brand selling over 100 different kinds of Belgian chocolate through 1,600 outlets. Majority of the Leonidas chocolates are vegetarian. The brand offers Tradition and quality in a modern setting. Leonidas is well known for innovative new products and flavours. Leonidas is renowned for its guarantee of freshness and quality of its chocolates. Its chocolates contain 100% pure cocoa butter, natural ingredients like fresh butter, fresh cream. In addition, delicacies such as hazelnuts from Turkey, Morello cherries from the Périgord, almonds from Italy and walnuts from Grenoble. Latest technology is used to guarantee that freshness, quality and safety of the chocolates. Leonidas has introduced the Hazard Analysis and Critical Control Points system.

In India, Leonidas is marketed by Premium Pralines Pvt Ltd. The exclusive Leonidas store is at Kemps Corner, Mumbai. Retail range is available at PREMSONS (Breach Candy), RAKHANGI GENERAL STORES (Worli Seaface), ALFA STORES (Irla), CHEDDA DRYFRUITS (Walkeshwar), J.W. MARRIOT (Juhu) and SATYAM COLLECTION (Churchgate).

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