

Crack Easter with The vEGGie – the ‘five-a-day’ vegan Easter Egg from Rococo Chocolates, available eggsclusively at Amazon.co.uk

March 2, 2021



The vEGGie Easter Egg, created by luxury chocolatier, Rococo Chocolates, is available exclusively on Amazon.co.uk for £32.95

Infused with five different natural vegetables, including tomato, beetroot, sweetcorn, spinach, and carrot, and made with Rococo's vegan dark and "milk" chocolate, The vEGGie turns everyday vegetables into a delicious chocolate treat

The limited-edition Easter Egg is available now alongside a huge range of Easter chocolates and decorations on Amazon.co.uk

LONDON, 2nd March 2021 - Amazon.co.uk has teamed up with London-based luxury chocolatier, Rococo Chocolates, to create The vEGGie, a vegan, vegetable-infused Easter Egg. This 'choc-full' of veg limited-edition Easter Egg is available exclusively on [Amazon.co.uk/veggie](https://www.amazon.co.uk/veggie) for £32.95 from today.

Rococo has applied its expert chocolate knowledge to create a vegan dark chocolate eggshell, one half flavoured with tomato, the other beetroot, accompanied by six vegetable-shaped chocolates infused with three flavours - sweetcorn, spinach, and carrot. While not quite one of your five-a-day, the delicious but surprising flavour combinations offer an alternative for customers looking for something a little different this Easter. The delectable treat is housed in a sustainably sourced box, made in the UK, decorated with Rococo's signature design.

Rococo Chocolates has been making chocolate for over 38 years for its five stores across London. Now, new for Easter 2021 and created exclusively for Amazon.co.uk, the one-of-a-kind vEGGie is made by hand in small batches in Rococo's London kitchen using quality, ethically sourced ingredients and crafted with minimal processing to ensure its exquisite taste.

"Flavour is at the heart of our craft, and we always strive to create innovative new products that push the boundaries of chocolate," said Mireille Discher, Head Chocolatier at Rococo Chocolates. "We welcomed Amazon's challenge to create The vEGGieporating five popular vegetables with our signature vegan chocolate to make a tasty and intriguing treat. You really can taste the underlying vegetables, and we're excited to hear what people

think about it.”

“This Easter, we’re delighted to team up with small British chocolatier, Rococo Chocolates, to launch The vEGGie, a must-try for those with adventurous palettes,” said James Bate, Director of Grocery at Amazon.co.uk. “Whether you’re a committed vegan or fancy a blind taste test with your family, The vEGGie is sure to make it a memorable egg hunt.”

The vEGGie is available now at [Amazon.co.uk/veggie](https://www.amazon.co.uk/veggie) for £32.95 and is eligible for Prime delivery.

Rococo Chocolates offers a range of Easter treats on Amazon.co.uk, including its [Dark Chocolate Egg with Rose and Violet Creams](#), [Orange Milk Chocolate Easter Egg](#), [Milk Chocolate Honeycomb Egg with Honeycomb Chunks 380g by Rococo Chocolates](#) and [Sea Salt Milk Chocolate Easter Egg](#).

This Easter, Amazon.co.uk is also offering a wide range of delicious gifts including the [Happi Oat Milk Chocolate Free From Easter Egg](#), the [Cox&Co. 100% Sustainable Cacao and Raw Cacao Nibs Vegan Easter Egg](#) and the [Moo Free Easter Bunnycomb Egg](#). For those looking to celebrate Easter throughout their home and garden, Amazon.co.uk have a selection of decorations including this [Easter Banner Decoration](#), [Door Wreath](#) and [Easter Egg Ornament Set](#).

Customers can find a huge range of Easter Eggs to suit every taste on the [Amazon.co.uk Grocery store](#) and thousands of other Easter gift ideas on the [Amazon.co.uk Home store](#).

- Ends -

Notes to Editors:

For high resolution images, please click [here](#).

For information, please contact:

Hunt & Gather

Email: amazon@hunt-gather.com

Amazon UK Press Office

Email: pressoffice@amazon.co.uk

Tel: 0203 942 1793

For more information on Rococo Chocolates visit: [RococoChocolates.com](https://www.RococoChocolates.com) and find them on Amazon.co.uk [here](#)

About Amazon

Amazon is guided by four principles: customer obsession rather than competitor focus, passion for invention, commitment to operational excellence, and long-term thinking. Customer reviews, 1-Click shopping, personalised recommendations, Prime, Fulfilment by Amazon, AWS, Kindle Direct Publishing, Kindle, Fire tablets, Fire TV, Amazon Echo, and Alexa are some of the products and services pioneered by Amazon. For more information, visit www.amazon.co.uk/about and follow @AmazonNewsUK.

Amazon Smile

It's easy for customers to support a good cause this Easter on [Amazon.co.uk](https://www.amazon.co.uk). While shopping for gifts for family and friends, customers can support one of more than 30,000 participating UK charities by starting at smile.amazon.co.uk on a web browser, or by activating AmazonSmile in the Amazon app on iPhones and Android phones under "Programs and Features" (please select a charity via smile.amazon.co.uk first). AmazonSmile has the same low prices and convenient shopping experience customers have come to expect from Amazon, with the added bonus that Amazon will donate a portion of the purchase price to a charity of your choice. AmazonSmile has donated more than £5.7 million to UK charities and more than £175 million globally to hundreds of thousands of charitable organisations.

About Rococo Chocolates

We sell chocolates with character. From our original, design-led packaging and exceptional flavours to our creative products and beautifully curated shops, we bring years of expertise, heritage and British style to chocolate craft.

Established on the King's Road in London in 1983, we have built an international reputation for quality. The attention to detail that we put into every single one of our chocolates is evident from their exquisite taste. We continue to win some of the industry's most prestigious awards today.

Our five London shops are brimming with luxurious chocolate gifts and are also home to our innovative collection of handmade truffles. The finest chocolates in our range, these are all made by hand in small batches in our London kitchens by our team of Chocolatiers. We are the go-to chocolate shop for thoughtful, generous gifters.

Website: www.rococochocolates.com

Instagram: @rococochocolates

Twitter: @rococochocs

Facebook: [Facebook.com/rococochocolates](https://www.facebook.com/rococochocolates)