

MEDIA CONTACT:
Junapr Communications
Josie Gingold, 802.793.8766

FOR IMMEDIATE RELEASE



Lake Champlain Chocolates Plant-Based Truffle Bars

The chocolate indulgence that holds itself to a higher standard

Burlington, Vt. (February 2023) – Family-owned company Lake Champlain Chocolates (LCC), known for their award-winning chocolate confections and commitment to Fair Trade ingredients, is excited to release their new **Plant-Based Truffle Bars**, free of palm oil, artificial ingredients, and GMOs. These vegan truffle bars offer all the creaminess of milk chocolate without the dairy. The Plant-Based Truffle Bars are available in five flavors including **Cinnamon, Cold Brew Coffee, Sea Salt Caramel, Raspberry, and Peppermint**.

Born from a dare to do better, Jim Lampman founded Lake Champlain Chocolates, beginning the journey of making hand-rolled, creamy truffles crafted with local Vermont ingredients. Fast forward almost 40 years later, and Lake Champlain Chocolates' truffle-making is still going strong and has evolved to include plant-based truffle bars that everyone can enjoy.

Meet the flavors:

- **Cinnamon:** Inspired by the popular cookie butter trend, this truffle bar is made with oat milk and delivers a bold taste of cozy cinnamon.
- **Cold Brew Coffee:** This truffle bar is made with oat milk and local coffee from Vermont Artisan Coffee which is steeped, brewed, and then added to the ganache for a smooth and delicious flavor.
- **Sea Salt Caramel:** In our third truffle bar made with oat milk, kettle-cooked caramelized sugar and sea salt are infused into silky-smooth ganache, perfect for caramel fans.
- **Raspberry:** 70% dark chocolate cocoa meets freeze-dried raspberries for a vegan truffle bursting with flavor.
- **Peppermint:** Your classic dark chocolate and mint flavor pairing, made with organic certified 70% dark chocolate from Uganda and organic peppermint oil.

"Eating plant-based doesn't mean you have to compromise on taste," says Allyson Myers, Director of Marketing for LCC. "We are excited to be releasing a truffle bar that uses quality ingredients and satisfies discerning chocolate-lovers who appreciate a rich flavor."

Lake Champlain Chocolates' Plant-Based Truffle Bars will be available on their website starting February 27th and available in retail stores beginning March 15th. Truffle bars have an MSRP of \$2.99. An 8-pack is also available for \$24.00. Find the full line of Lake Champlain's Plant-Based Truffle Bars here: <https://www.lakechamplainchocolates.com/chocolate/chocolate-bars/plant-based-chocolate-bars/>

Lake Champlain Chocolates' full collection is available at [lakechamplainchocolates.com](https://www.lakechamplainchocolates.com). Select products can also be found in retail stores nationwide and on Amazon.

ABOUT LAKE CHAMPLAIN CHOCOLATES:

Since 1983, Lake Champlain Chocolates has worked in pursuit of extraordinary chocolate moments®. As a pioneer in the American chocolate movement, the Vermont chocolate company strives to create only the best-tasting chocolates imaginable. In the early days, this meant sourcing the highest-quality fresh, local ingredients and never using preservatives or artificial flavors. Today, the second-generation, family-owned company's pursuit of the extraordinary continues. As a Certified B Corporation®, the company is committed not only to being the best in the world, but to being the best for the world by supporting cacao growing communities and using 100% fair trade certified chocolate, reducing toxins in the environment by sourcing organic ingredients, whenever possible, and continuing to make extraordinary seasonal and everyday chocolates for all to enjoy. Lake Champlain Chocolates are available at their three company-owned stores in Vermont, nationwide at specialty stores and grocers, and online at Amazon and <http://www.lakechamplainchocolates.com/>.