

ohso[®]

good chocolate

For immediate release

July 2022

Chocolate with benefits wherever you go!



*What do you get when you combine the natural goodness of the finest Belgian dark chocolate with the power of live cultures? The answer... a delicious chocolate bar that's packed full of **antioxidants** and **good bacteria**, looking after both your gut and your tastebuds!*

Hectic lifestyles, travelling overseas and stress can put our gut health under pressure, causing symptoms of digestive distress such as bloating, abdominal discomfort, diarrhoea and constipation, which are also known symptoms of Irritable Bowel Syndrome (IBS). Probiotics play an important role in health when the bacteria in our guts becomes 'unbalanced' due to, for example, an infection, a course of antibiotics or food poisoning.

Good quality dark chocolate, on its own, is full of **antioxidants** that help to strengthen the body's natural defences. These natural warriors work to protect the **cardiovascular system**, **cognitive function**, and also **skin quality**.

Launched in 2011, UK-based Ohso was born from years of research into gut health and digestion. A bar of **Ohso's** chocolate combines the natural benefits of dark chocolate with over a billion gut-friendly **live cultures**. These cultures, also known as 'good bacteria', are a great way to improve overall health, as a healthy gut leads to a **well-functioning digestive system** and **stronger immune system**.

The perfect holiday and travel essential

With so many added benefits, it's no surprise that Ohso's award-winning 'chocolate with benefits' has been snatched up by leading travel retailer, WH Smith Travel.

Chocolate is an **excellent carrier** for live bacteria, and is **three times more likely** to have a positive effect on the gut than probiotic yoghurt or drinks containing the same bacteria - lactobacillus and bifidobacterium.

To get your daily dose of Ohso's gut friendly probiotic chocolate at home or while on your summer travels, there's a pack containing seven daily 13.5g bars, each individually wrapped and containing only 72kcal each and made from 53% cocoa solids. Deliciously rich and creamy, just one 13.5g bar is all you need to satisfy chocolate cravings and maintain gut health on a daily basis. Alternatively, there's a 70% cocoa solids bar (85g) with seven break-off sections - one for every day of the week.

Available in five flavours: Milk, Dark Chocolate, Dark Orange, Dark Raspberry and Plain Dark. Now available in WH Smiths Travel, ohso.com; Ocado and Holland & Barrett. Ohso offers subscription-based sales via its website <https://ohso.com>. RRP £4.99 per pack for Daily Bars or £2.99 for 85g bar.

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For all press and media enquiries, please contact:

Bridget Stott

bridget@mediasnug.com/07867 941410

Ria Lucas

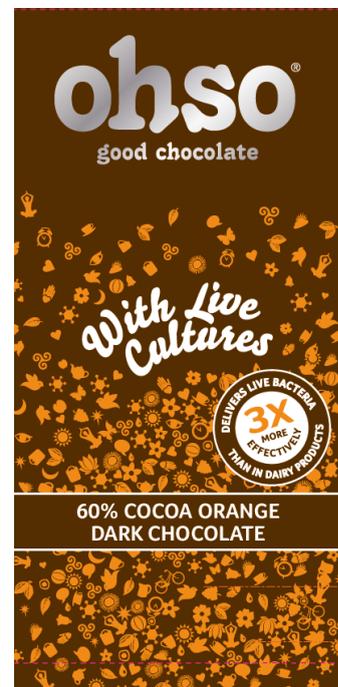
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Notes for editors:

Ohso was founded in 2011. The brand works in partnership with farmers in Ecuador and Colombia, producing sustainably-sourced cocoa for its chocolate bars. In-store stockists include Ocado, WH Smith Travel and Holland & Barrett. Ohso also offer subscription-based sales via their website: www.ohso.com. The brand's vision is to deliver health and wellness benefits in the world's favourite ingredient - chocolate!

Product information:

- RRP £4.99 per pack
- Each pack contains seven 13.5g bars, individually wrapped
- Each bar contains a billion live culture bacteria
- Ohso's subscription service offers four bars per month, with seven break-off sections per bar
- Gluten, dairy, cholesterol and nut free
- All-natural ingredients
- Contain vitamins D, E and B-complex
- 2% naturally occurring sugars
- Available in five flavours:
 - Milk Chocolate - contains 37% cocoa solids and no added sugar
 - Plain Dark Chocolate - contains 54% cocoa solids, only 72kcal
 - Dark Orange Chocolate - contains 54% cocoa solids, only 72kcal
 - Dark Chocolate - contains 70% cocoa solids, only 64kcal
 - Dark Raspberry Chocolate - contains 70% cocoa solids, only 64kcal



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