



the Chocolate Detective

Ethical, Sustainable, Delectable





PRESS RELEASE

Celebrated chocolate maker Chantal Coady has officially launched her new company **the Chocolate Detective** to great success.

Chantal revealed her delicious new handmade treats at the Chelsea Physic Garden Christmas Fair last week and enjoyed four days of bumper sales. Each day, several lines were SOLD OUT, and the elves had to pull a midnight shift packing.

Among the new designs from the Chocolate Detective are hand-coloured bird eggs, broken chocolate shards, Silver Ox (61% dark milk), Foraged fennel, cardamon & sea salt, olives, almonds, and bars from the Grenada Chocolate Company.



12 Chaffinch Eggs 140g



Silver Ox Broken Dark Milk Chocolate 70g



Foraged Fennel & Cardamom Wafer Thins 150g



Golden Sea Salt Wafer Thins 150g



Provençal Dusted Chocolate Almonds 200g



Provençal Chocolate Almond "Olives" 200g





The primary focus of Chantal's new business is original recipes, as well as her expert curation of the finest products created by the masters of the chocolate craft from around the globe. She is using her 40-plus years of experience to detect and then showcase the very best.

All products available from the Chocolate Detective will be sold online and through a small number of selected independent retailers: Chatsworth House, Italo deli in Bonnington Square, Hamish Johnston in Northcote Rd, Archipelago in Edinburgh and soon to be in Bayley & Sage. And following the successful launch, are now in conversation with **Liberty of London**.

The focus of the company will be on **ethical** production, **sustainable** resources and, most importantly, a **transparent** supply chain that guarantees maximum returns for the **farmers** and **chocolate makers**. And everything will be uniquely **delectable!**

The Chocolate Detective is Chantal's first venture since the end of her association with Rococo, the iconic luxury brand she founded in 1983. She left the company in 2019 and no longer has any connection to it, or its new owner.

During 37 years, Chantal turned Rococo into the favourite amongst A-list celebrities and Royalty alike. It also partnered with leading companies, such as Liberty of London, British Airways, Virgin Atlantic, Jigsaw, Harvey Nicols, The Design Museum, V&A and Paul Smith.

Chantal's stylish creations - such as Venus Nipples, Seagull eggs, and Lobsters - helped confirm her as one of the foremost and respected chocolate makers. Coady was named in the Queen's 2014 New Years honours list and awarded an OBE for "Services to chocolate making" which was presented by Prince William, Duke of Cambridge. She is currently Chair of the Academy of Chocolate, which she co-founded in 2005.

Chantal, 62, said: 'I am incredibly proud of what I created at Rococo and of the wonderful team that helped the company succeed during my time there. My departure from Rococo was traumatic and heartbreaking. However, I am grateful for the support from the chocolate community as I pivot into this new #NetPositive venture, focused on a healthier planet.'





'I was delighted and deeply touched by the reaction to the Chocolate Detective at the Physic Fair. I have been working at the fair there for 30 years, so it felt very special to hear such positive feedback about the new company and its products.

'I am incredibly happy and excited about this new chapter in my chocolate journey. We have plenty of new ideas and plan for great things in the new year and beyond.

'In this next part of my career, I am deeply committed to helping shine a light on practices in the global chocolate industry to ensure greater fairness for the farmers and producers. I am also determined to help the Grenada Chocolate Company raise funds for their new purpose built eco factory where their cocoa is farmed. They have been my inspiration and role models.'

Notes to Editors: Chantal is available for interview and soon the Chocolate Detective will announce its new designs for **Valentine's Day**. Images for these products will be available after Christmas to meet any early magazine or supplement deadlines.

The Chocolate Detective **CONTACTS:**

Email: info@chocolatedetective.co.uk

Website: www.chocolatedetective.co.uk

Instagram: [@chocolatedetective](https://www.instagram.com/chocolatedetective)

Twitter: [@chantalcoady](https://twitter.com/chantalcoady)

Media enquires to ROB McGIBBON press@chocolatedetective.co.uk

For sales: sales@chocolatedetective.co.uk

