

Thorntons[®] 10 REASONS



198 Million

hot chocolates were served last year...

...and it's the second most popular hot beverage out of home - beating tea!

64%



have enjoyed delicious hot chocolate from a restaurant and 62% from a café...

TASTE & Quality

(81%) are the most important factors when ordering a hot chocolate...

...but are consumer demands being met?

consumers are looking for the best experience possible ...



...and 75% would prefer a branded hot chocolate

...with

9%

of consumers saying they would order a hot chocolate made with Thorntons.

Only 8% of consumers have enjoyed a very good hot chocolate on a train or plane

...however there is still work to be done.



Just 10% from vending machines

And 21% from hotel in-room services



Sources: NPD Crest Dec '17, Ferrero / Toluna August 2017, Ferrero / Sapio August 2018

TO Stir Up YOUR HOT CHOCOLATE, VISIT ...