

*For immediate release*

Wednesday, 12 October 2016

## **NatureFlex™ Wrapped German Vegan Chocolate Wins “Sweetie 2016” Award**

German fine chocolate producer iChoc, has been awarded the “Sweetie 2016” award that recognises the best confectionery of 2016, by a leading German grocery magazine, Rundschau für den Lebensmittelhandel, for their latest range of Vegan Chocolate that is wrapped in Futamura’s NatureFlex™ films.

The iChoc bars are packaged in transparent NatureFlex™ NK film that is made from independently certified, renewable and compostable cellulose (wood pulp). The film offers barrier protection against Mineral Oil (MOSH/MOAH), aroma and water vapour – ensuring the dairy free chocolate remains in premium condition.

iChoc Chief Director, Andreas Meyer, received the “Sweetie 2016” in Baden Baden and said; *“I am delighted that iChoc, as a small vegan brand, has competed against the bigger German brands and won this award.”* When asked about the importance of the packaging he added; *“Packaging is a key component of our product as a whole; NatureFlex™ NK is the ideal choice for iChoc as it not only reflects our ethical values, but provides the necessary barrier required for chocolate and good machinability for packing.”*

The iChoc range is available in six varieties: White Nougat Crisp, Choco Cookie, White Vanilla, Almond Orange, Super Nut and Milkless. The raw ingredients are certified 100% organic, produced using rice milk instead of cows’ milk, with no artificial colours or emulsifiers added.

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### **Note to Editor**

*Futamura Chemicals Company Limited is a major producer of plastic and cellulose (NatureFlex™ & Cellophane™) films. Following the acquisition of Innovia Films cellulose business, Futamura has a global footprint with production sites in the UK, USA and Japan. It holds a leading global position in the markets for renewable and compostable packaging films and cellulose casings. Worldwide Futamura employs some 1500 people, with a focus on safety, high quality speciality products, R&D, customer service and ethical, sustainable partnerships.*

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