

# Choco Myths



At a glance  
October '25



# Our story

Established in Athens, Greece in 2016, the **Choco Myths** concept is based on combining mythological, fictional and historical designs with chocolate and biscuit products, all presented in a **fun** but always **respectful** way.

Our goal is to create **delicious sustainable products** with the highest-quality standards, while offering an **educational sweet touch**. Our products, their **colorful packaging** and our **artistic caricatures** intrigue people and make them want to learn more about the featured figures, the civilizations and the myths behind them. A short story about each character is available on the back of every pack.

The brand's product line-up includes **chocolate bars, chocolate boxes, cookies, roasted almond dragées** and **chocolate minis**, presented in stand-out packaging featuring characters from across the world. Our products are **exclusively** available in **major travel retail channels** such as airports, museums and high-end specialty stores. With **350+ original designs**, we invite you to discover the Choco Myths universe!

Choco Myths...sweet delights with a pinch of history!





# Our recipe

## Recipe :

A pinch of History  
1 tablespoon of Colorful Packages  
½ cup of Popular Characters  
1 teaspoon of Fun  
1 gallon of Great Taste  
A lot of Love

Add all above ingredients in  
Choco Myths' magical bowl,  
mix well, and treat yourself!





# The assortment



80g

## Chocolate Bars



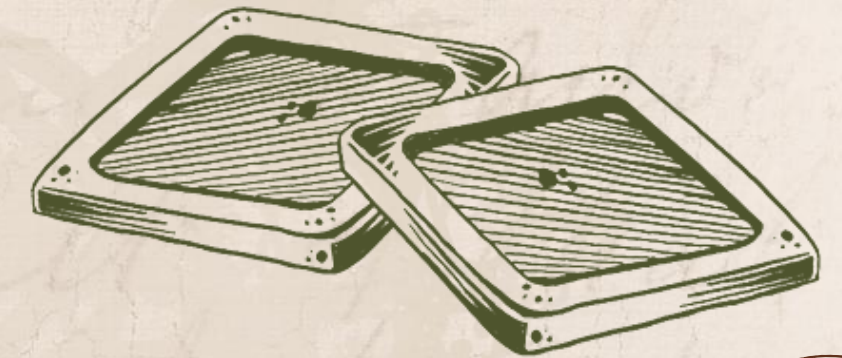
90g

## Choc. Chip Cookies



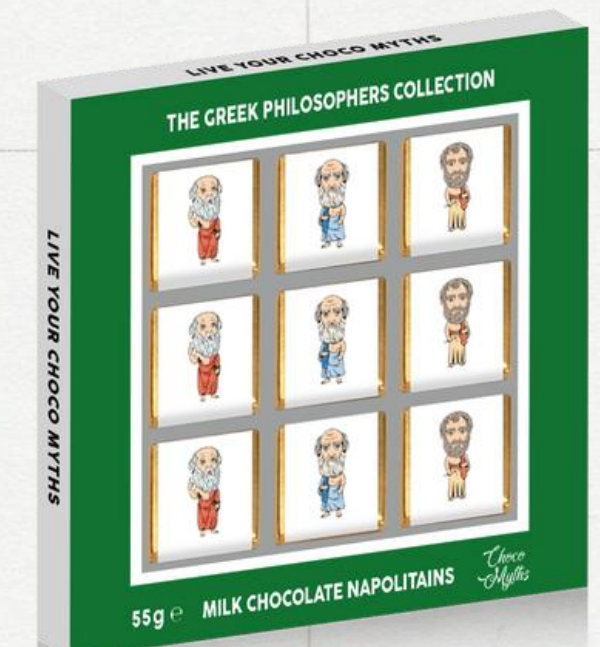
100g

## Chocolate Almonds



55g

## Chocolate Minis





# In love with TR!

Choco Myths

X2

A proud member of



Choco Myths Chocolate Bars were among the finalists for the “Star Food & Confectionery Product of the Year” of Frontier Awards 2024 & 2025.



# In love with TR!

Choco Myths



Singapore

## How to turn Karl Marx into a must-have, must-buy souvenir

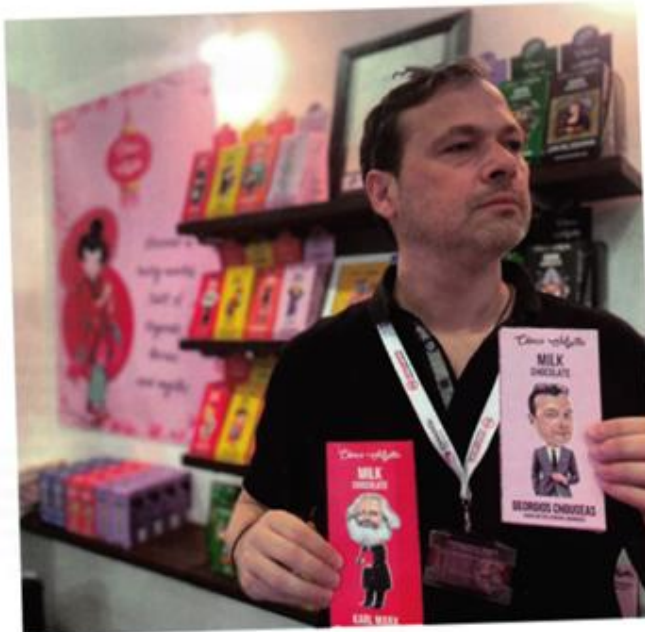
**C**hoco Myths' General Manager, George Chouseas, poses with the 'Karl Marx' chocolate bar caricature – and one of himself which bears a striking likeness to the new exhibitor at TFWA Asia Pacific Exhibition & Conference.

Choco Myths has now created over 200 characters that your travel retail outlet can offer on its chocolate bars to promote famous real or mythological people who define or represent your country – Sherlock Holmes, Napoleon Bonaparte, or possibly Hera, Poseidon and the many other gods to choose from Choco Myths' very own Greece.

Choco Myths can tailor the caricatures to what you need – and it need not be a character – it could be a building or other icon which turns a humble chocolate bar into a must-have, must-buy purchase. This inducement is helped by the fact that the artwork is carefully caricatured by artists – computer design, clip art, or Google Image plays no part in creation. On the back of the bar there is also always an informative text explaining the background to the character.

Besides chocolate bars, chocolate boxes, biscuits and other edible treats, Choco Myths is open to tailoring a caricature on the travel-exclusive souvenir of your choice.

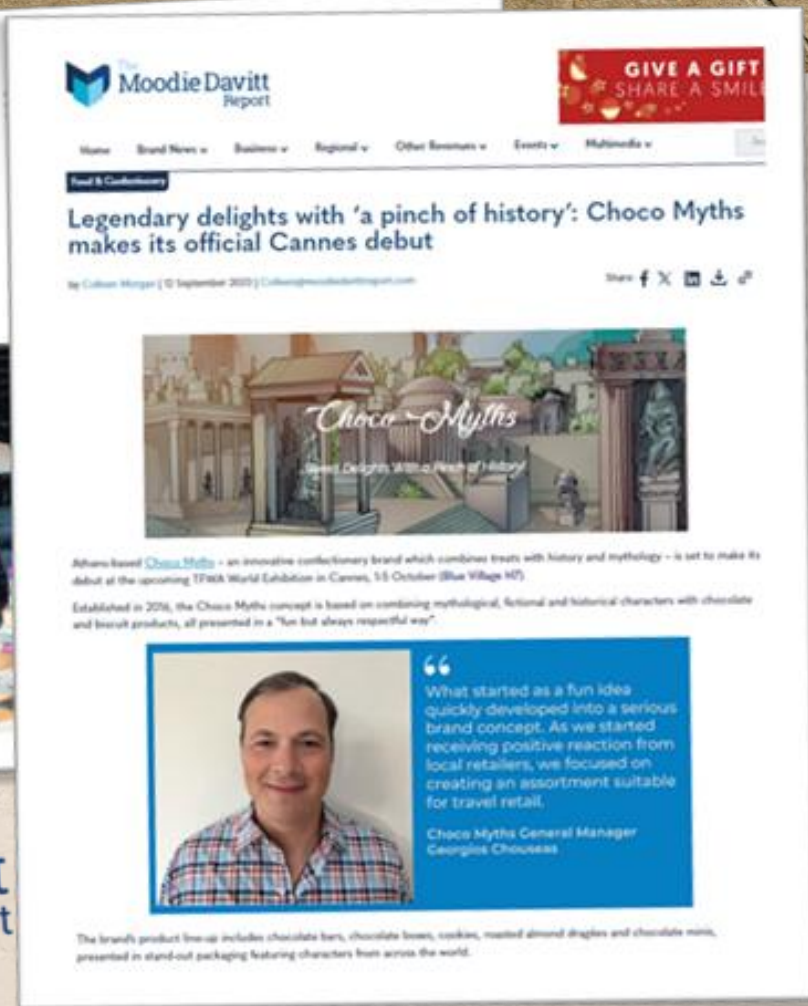
Basement 2/2-K29



Cannes



The Moodie Davitt Report





# Our presence

100+ POS  
in Europe

plus



**Egypt**



**Morocco**



**Türkiye**



**Canada**



**Brazil**





# Our partners

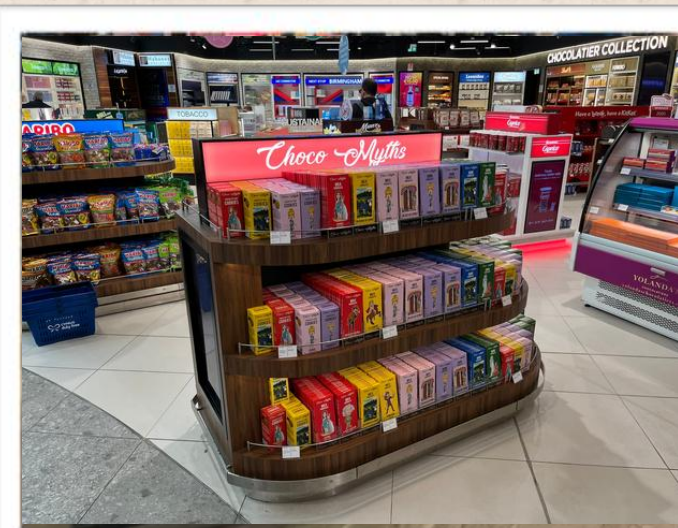
already working with major TR retailers in several territories





# Fully customized options

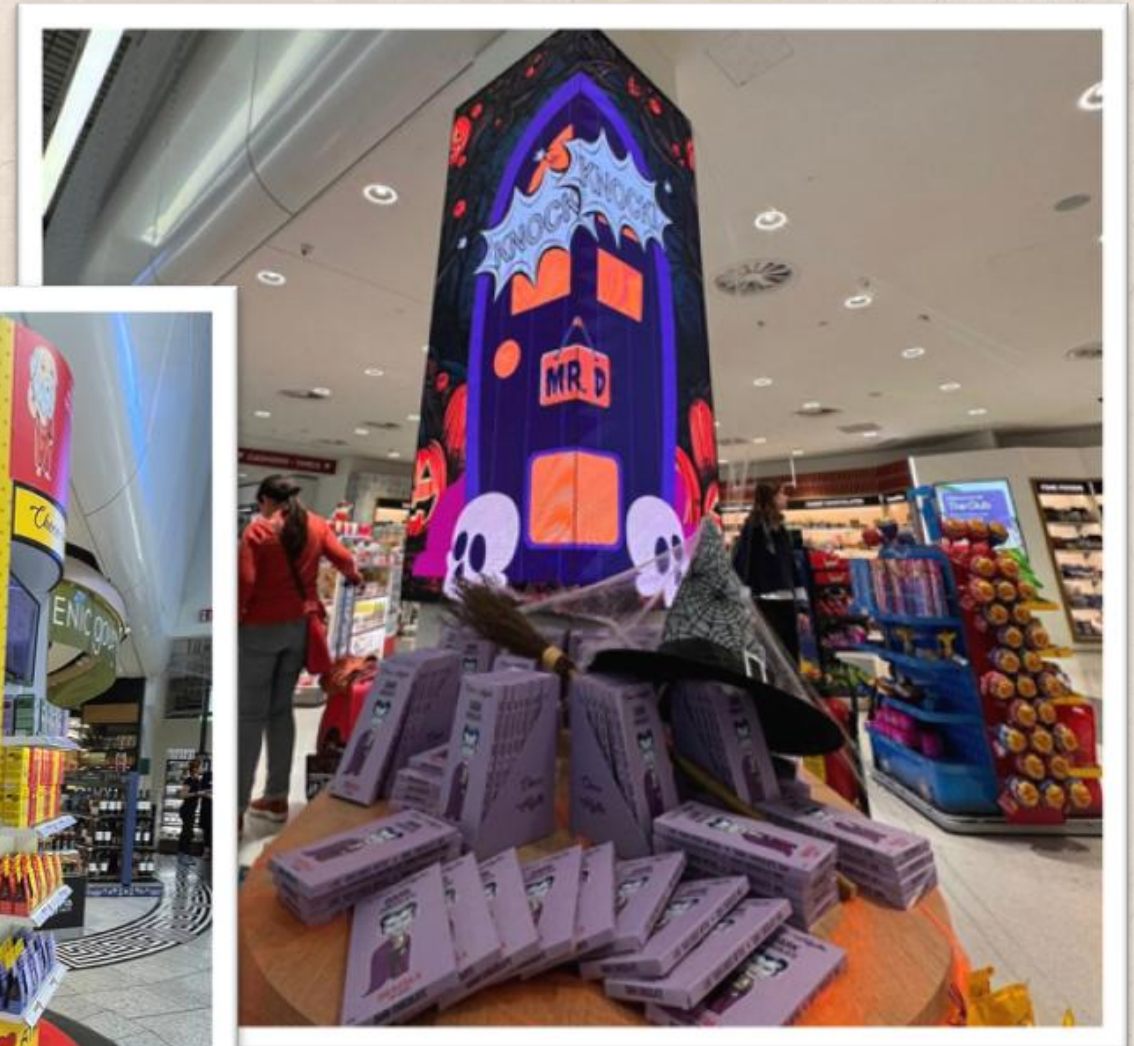
(Fixtures)





# Fully customized options

(Promos)





# Fully customized options (Collections)





# Fully customized options (Collections)





# Fully customized options (Collections)





# Fully customized options (Collections)





# Fully customized options (Collections)





# Fully customized options

(Collections)





# Fully customized options (Collections)





# Why Choco Myths

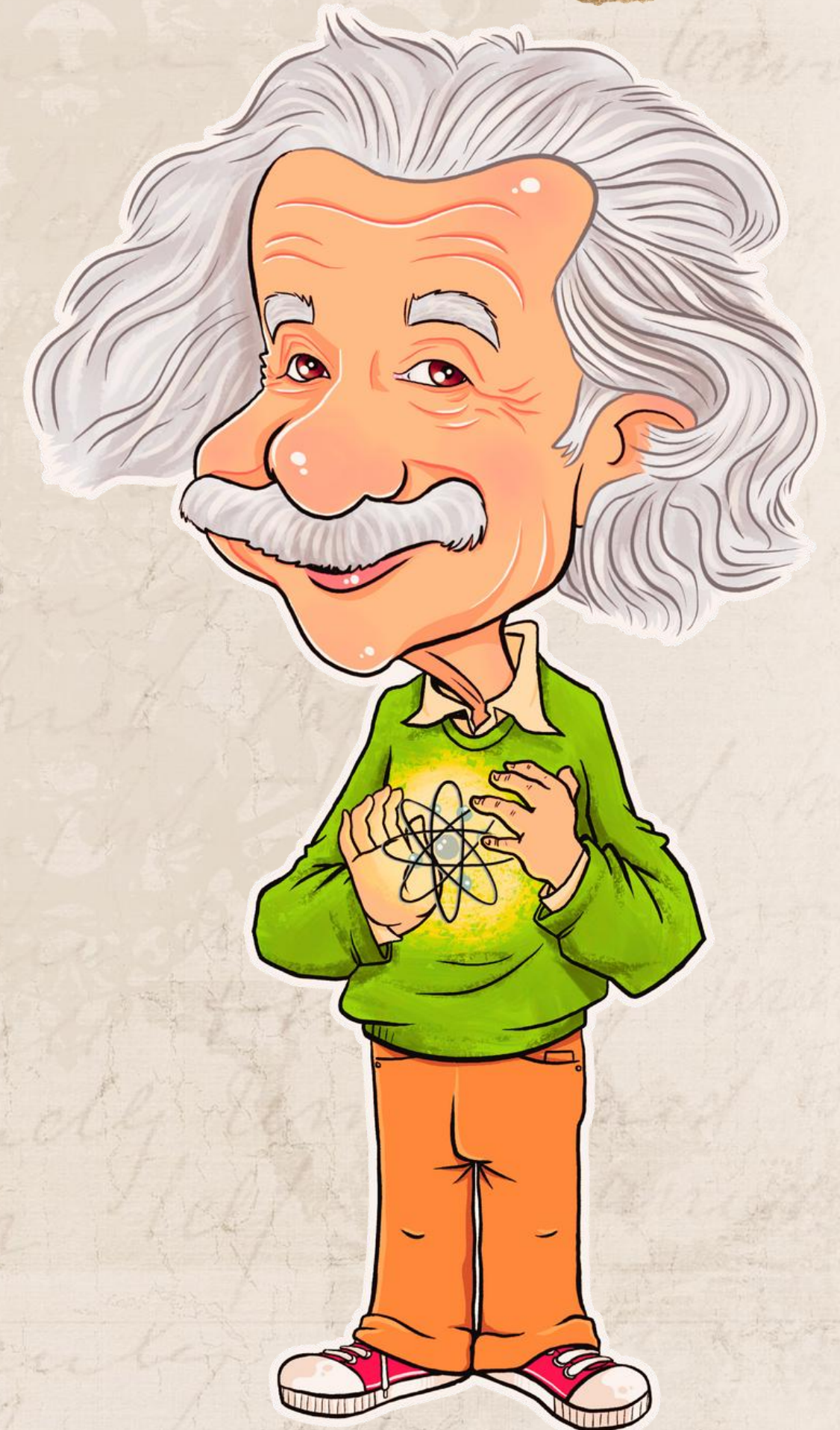
## New approach to destination offerings

- Travel Retail Exclusive brand
- Creative, colorful and stand-out packaging
- Starring popular characters & designs across the cosmos
- Educational & fun aspect
- Wide collections, covering several civilizations
- DIY approach towards each partner

Assortment – Characters

Colors – Packaging

Promos – Exclusivity







# Next stop?





Choco



Myths

THANK  
YOU!

M: info@chocomyths.gr

T: +30 2102837485

www.chocomyths.com

