



## Why is 9 February another day to celebrate chocolate?

The world's official Chocolate Day is 7 July, often linked to chocolate's arrival in Europe in the 16th century. It is marked globally as a tribute to one of history's most loved indulgences.

So why 9 February? In many cultures, the days leading up to Valentine's Day have evolved into a "love week," and chocolate naturally takes the lead. Before romance reaches its peak on the 14th, chocolate becomes the first gesture: a symbol of affection, friendship, comfort and shared joy.

And really, it turns out you can never have enough chocolate.



## Chocolates and your health

Dark chocolate is a healthier alternative to milk chocolate. Dark chocolate with 70–85% cocoa solids is a nutrient-dense food. A standard 101g bar typically contains minerals, fibre, and antioxidants. You can enjoy chocolate as a treat with your loved ones, but at a moderate level.

### ALL THINGS GOOD IN CHOCOLATE

Dark chocolate may lower the risk of heart disease by improving blood flow and reducing blood pressure.

Regular consumption can help lower "bad" LDL cholesterol while increasing "good" HDL levels.

Dark chocolate improves how the body processes insulin, which may help prevent diabetes.

The flavanols, an antioxidant compound of dark chocolate, in cocoa enhance blood flow to the brain and may improve memory and mood.

For healthy consumption, adults can regularly enjoy 4–6 bites of dark chocolate, while children can have 2–3 bites of 60–70% dark or low-sugar milk chocolate. Those with type 2 diabetes should limit intake to 2–4 bites of sugar-free 85% dark chocolate on an occasional basis. So, chocolate isn't bad for your health as long as you take it moderately.

### THINGS TO LOOK AFTER

Chocolate is high in fat and sugar. Eating them in large amounts can lead to weight gain. While lower than milk chocolate, dark chocolate still contains sugar. It also contains small amounts of caffeine and theobromine, which may affect people sensitive to stimulants.

## LOVE AND CASH ENTANGLED SINCE AGES

From 300 AD to the 15th century, the Maya and Aztec civilisations used cacao beans as currency. Since romance needs funding, they proved that both money and love really do grow on trees!



## The World's Most Delicious Destinations

From streetlights shaped like kisses in "the Chocolate town" Hershey, Pennsylvania, to the high-fashion cocoa runways of Paris's Salon du Chocolat, these global hubs prove that life is simply better when cocoa-coated.



## Rocking Beats and cavity treats

The Beatles released "Savoy Truffle" in 1968, where George Harrison was actually warning Eric Clapton about tooth decay as he knew about his immense obsession with chocolates. So indulge your partner with a sweet tooth, but ensure your love is the only thing that is truly permanent!



# A New Standard for CHOCOLATE DAY

TAGABUN TAHARIM TITUN

There is a timeless English proverb that suggests we should "say it with something sweet." When words fall short, a piece of chocolate often serves as the perfect messenger of affection. This tradition has made February 9th, known globally as Chocolate Day, a significant highlight of the Valentine's season. While the history of chocolate stretches back over two thousand years to the Mayan and Aztec civilisations, its power to connect people remains as potent as ever. In Bangladesh, gifting chocolate has become a cherished ritual for expressing love and appreciation.

### BRIDGING THE QUALITY GAP

Despite the growing popularity of chocolates in Bangladesh, the market has long been divided between two extremes: expensive imported brands and low-quality local alternatives. Many local commercial chocolates often prioritise cost-cutting by using palm oil or dalda instead of real cocoa butter. This results in a product that lacks the signature melt-in-the-mouth texture and authentic flavour of real chocolate. For health-conscious consumers and true chocolate enthusiasts, finding a high-quality, locally available option has historically been a challenge.

### PREMIUM EUROPEAN STANDARDS LOCALLY

Akij Bakers Limited has stepped in to redefine these expectations. By launching brands like "Hi5 Fondalo," "Hi5 Amora," "Hi5 Dimbo," they have successfully captured the trust of Bangladeshi consumers. Specially Hi5 Fondalo has become an immensely popular brand in the Bangladeshi chocolate market in a very short time. A significant craze for it has been observed among chocolate lovers. On the other hand,

ChocoTreeUK is a UK-based chocolate and bakery company focused on delivering authentic, high-quality chocolate experiences rooted in European standards. Built around expertise in chocolate formulation, quality control, and product development, ChocoTreeUK emphasises real cocoa ingredients, balanced flavour profiles, and smooth texture—hallmarks of premium chocolate.

In Bangladesh, ChocoTreeUK plays a guiding and supervisory role behind Elano Tempt

Bangladeshi consumers.

Unlike many local variants, Elano Tempt is produced using high-quality raw materials, including genuine cocoa powder and cocoa mass. This ensures a smooth, velvety texture and a balanced flavour profile that rivals international competitors, bringing a true European chocolate experience

to the local market. In addition to these, their product lineup features widely acclaimed chocolate products such as "Elano Cremelle," "Elano Dipstik," and "Elano C&N."

**LUXURY NOW WITHIN REACH** Traditionally, "real" chocolate was considered a luxury due to the high price of imports. For instance, while a 55g international brand bar may cost upwards of BDT 240, Elano Tempt offers a similar 55g premium experience for just BDT 120.

Furthermore, their 110g unit is priced at only BDT 200, making it a budget-friendly yet sophisticated choice for students and young professionals looking to celebrate Chocolate Day without compromise.

### CELEBRATING WITH REAL TASTE

"Shafiqul Islam Tushar, Executive Director (Marketing) of Akij Bakers Ltd., said, 'There was a lack of adequate supply of premium chocolates that met the tastes and demands of people in our country. We wanted to give consumers the best chocolate experience.' He further confirmed that, to provide the taste of European chocolate within the reach of Bangladeshi consumers, they are marketing Elano Tempt on behalf of ChocotreeUK, which has already created a great stir among chocolate lovers."

ChocoTreeUK Chocolate & Bakery Ltd is transforming the Bangladeshi chocolate landscape this Chocolate Day by introducing "Elano Tempt," a premium chocolate crafted with European standards that offers authentic cocoa richness at an affordable price.

