chocoYeeee

CHOCOYEEE CROISSANT IS AN IMPULSE-BUY HIT

Croissant with cocoa cream – the perfect impulse purchase, designed for fast turnover and high margins.



WHY OUR CROISSANT?

- Branded croissants are too expensive
- Private-label brands do not build loyalty - they offer a generic taste
- There is no “sweet spot” between price and quality
- Demand for single-pack snacks is growing



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UNIQUE FEATURES

Generous cocoa filling - up to 30%
Visible, noticeable, and clearly communicated on the packaging.

Attractive price
Market-leading quality at a private-label price.

Broad target audience
Second breakfast, work break, checkout impulse buy, on-the-go snack.

6-month shelf life
Low risk of losses for the retail partner.

Distinctive, cheerful brand
Stands out on the shelf next to generic private-label brands.

WHO IS chocoYeee FOR?

Parents

They shop at discount stores and look for a tasty snack for their child’s lunchbox.
A fair price and acceptable ingredients matter.

School pupils and students

They grab a snack between classes. Their budget is tight, so they need
a low-cost “mood booster.”

Office and manual workers

They buy it at petrol stations or local convenience stores.
They need something filling and sweet to go with coffee.

Drivers and travellers

They look for a quick, filling snack on the go. An ideal format to buy at a petrol station.





WHY DOES CHOCOYEEE SELL WELL AT PETROL STATIONS?

Impulse buy with no price barrier

A price point that makes the purchase decision immediate.

Filling format

The 60 g croissant offers more than a bar or crisps. Ideal for the road.

Shelf standout

Generous cocoa filling and distinctive packaging attract attention among generic products.

Higher price acceptance

At petrol stations, customers are used to higher prices.



WHY DOES CHOCOYEEE WORK IN VENDING?

Perfect slot format

A single 60 g croissant fits a standard vending machine slot.

Attractive operator margin

The low purchase price gives the operator a solid margin on a fast-moving product.

Monetizing the “smart snack” gap

It fills the gap for a branded croissant with real filling at a price point that does not compete with sandwiches or premium bars.

6-month shelf life

Minimizes the risk of product expiry in storage.



WHY DOES CHOCOYEEE PERFORM WELL IN TRADITIONAL RETAIL?

Perfect checkout impulse purchase

A compact croissant format that customers add instinctively while paying.

High repeat purchase potential

The generous cocoa filling encourages repeat purchases. Customers who try it once buy it regularly.

A smart alternative on the shelf

Quality close to category leaders, with pricing closer to private-label brands.

Attractive appearance

Modern, eye-catching packaging and POSM materials.

DESIGN & POSM

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LOGISTICS

Unit weight: **60 g**

Units per box: **30**

Units per pallet: **2160**

Boxes per pallet: **80**

Number of layers per pallet: **9**

Pallet weight: **190 kg**

Shelf life: **6 months**

EAN: **5905261958808**

WE INVITE YOU TO COOPERATE WITH US!

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