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Ethical Vegan 'KitKat' Launches In US, Rivals Nestlé

Trupo Treats launches Vegan 'KitKat,' 'Twix,' 'Crunch' and 'Hershey's.'

NEW YORK (April 1, 2021) – There's a new vegan chocolate competitor for KitKat, Twix, Crunch, and Hershey's! They call themselves Trupo Treats, and they're redefining vegan chocolate.

Founded by 22-year-old twin brothers Brian and Charlie Trupo, beginning April 1st, the vegan-owned and operated chocolate company is debuting four new vegan milk chocolate bars inspired by Nestle, Mars, and Hershey's most iconic chocolate bars:

Trupo Treats Mylk Chocolate Wafer Bar, Mylk Chocolate Caramel Cookie Bar, Mylk Chocolate Rice Crunch Bar, and Classic Mylk Chocolate Bar.

Mylk Chocolate Wafer Bar

This KitKat-inspired molded vegan milk chocolate bar is made of three alternating layers of light, crunchy and snappy wafers, and will feature with the Trupo Treats motto stamped into each bar.

Mylk Chocolate Caramel Cookie

This dreamy three-layered Twix-inspired candy bar features a buttery shortbread cookie topped with rich, gooey caramel encased by smooth vegan milk chocolate.

Mylk Chocolate Rice Crunch Bar

This signature Crunch-inspired Trupo Treats favorite pairs the nostalgic crispy, crunchy bite of gluten-free rice with undetectably dairy-free, melt-in-your-mouth vegan milk chocolate.

Mylk Chocolate Bar

Like its non-vegan Hershey's counterpart, this classic vegan milk chocolate bar is all sweetness and simplicity. Crafted from the same fairly-traded cocoa as Trupo Treats' other vegan milk chocolates, biting into this bar is pure bliss.



The overwhelming amount of bitter dark chocolate in vegan chocolate aisles was just one part of the inspiration that drove the Trupo brothers to try their hand at creating the chocolate they were craving. The brothers' other goal was to give back to animals in need with the purchase of every bar.

It seems like they weren't the only ones who thought vegan chocolate could use a makeover.

After launching Trupo Treats milk chocolate on Kickstarter in July 2020, the brothers raked in \$27,000 in just under a month.

Since then, sales have been booming. Trupo Treats has attracted a thriving community of chocolate and animal lovers and has become one of the most popular vegan milk chocolates on the market.

"We started this company with a mission to provide milk chocolate products that people miss when they go vegan while also doing good for the environment and animals," says founder Brian Trupo.

This means that the brothers put a particular emphasis on not only ditching dairy and saying "no" to factory farming but as they pledged when they first started Trupo Treats, by supporting farmed animal sanctuaries.

Trupo Treats is the first vegan milk chocolate to donate 10 - 25% of the proceeds of every chocolate bar they sell to the nonprofit animal sanctuaries and rescues they partner with.

From the beloved Colorado-based Luvin Arms Animal Sanctuary to the smaller scale Little Buckets Farm Sanctuary in rural Virginia, Trupo Treats has partnered with over 75 sanctuaries since the company started selling their chocolate nine months ago in July. Trupo Treats has donated over \$5,500 to these sanctuaries to date.



Bailey from Little Buckets Farm Sanctuary. Credit: Little Buckets Farm Sanctuary.

But that's not all.

While many popular milk chocolate companies are notorious for harming the environment, using child labor and human exploitation, and supporting the cruel dairy industry all for the sake of their chocolate, Trupo Treats is the **ethical** solution.

Trupo Treats believes that chocolate shouldn't just taste good. It should **do** good too.

True to their motto "For the people, animals, and planet," Trupo Treats uses only organic, fairly-traded, and non-GMO ingredients in their chocolates and eco-friendly packaging.

Trupo Treats' cacao and cocoa supplier is Mother Jungle Herbs, a direct-trade Food Empowerment Project (F.E.P.) company and collective of 70 Peruvian families.

Direct-trade chocolate ensures that farmers are paid fair wages, have higher living standards, and work in humane labor conditions. This means that Trupo Treats chocolate never supports child labor or human exploitation!

Trupo Treat's chocolate comes from sustainably operated small farms that don't contribute to large-scale deforestation and rainforest destruction.

Trupo Treats is also ditching plastic and shifting to environmentally-friendly recyclable wrappers and packaging for all their chocolate.

As if that weren't enough, all Trupo Treats chocolate bars are allergy-friendly and free from gluten, dairy, soy, palm oil, eggs, and peanuts.

And now, with their new range of nostalgic Vegan Mylk Chocolate bars, Trupo Treats is changing vegan chocolate for good.

This April 1 **you** can join the vegan milk chocolate revolution. Join Trupo Treats, the chocolate company that is for the animals, people, and planet, when you preorder their new Mylk Chocolate Wafer Bar, Mylk Chocolate Caramel Cookie Bar, Mylk Chocolate Rice Crunch Bar, and Classic Mylk Chocolate bars.

All four new Trupo Treats vegan milk chocolate bars will be available for preorder exclusively at www.trupotreats.com starting on April 1st.