



Media Dossier/ Media file

Naam van het team: <i>Team name:</i>	BonBloom
Naam van het product: <i>Product name:</i>	BonBloom
Beschrijving voor Communicatie <i>Description for Communication</i>	BonBloom is an innovative cocoa-free bonbon concept positioned within the luxury confectionery market. The product consists of a carob-based outer shell with a sunflower cream filling, creating a different confectionery concept due to its absence of cocoa derived ingredients. The concept was developed in response to sustainability concerns associated with traditional cocoa production, particularly issues related to deforestation and fair trading. By exploring alternative ingredients, BonBloom aims to contribute to a more sustainable direction for indulgent confectionery items while maintaining a premium product. BonBloom combines novelty with a recognisable bonbon format. Carob was selected to create a concept that offers similar sensory properties as cocoa. Sunflower ingredients were selected for their local sourcing options. Next to that it also has nutritional advantages, like the high fibre and protein contribution.

Bijvoegen/ Attach:

foto van team (JPEG/hoge resolutie-1200*800 pixels)

Team photo

foto van het product (JPEG/hoge resolutie-1200*800 pixels)

