

Press Release

iChoc – vegan organic chocolate

Vegan chocolate maker iChoc produces Billie Eilish edition Limited *"Happier Than Ever"* edition for her online shop

[Bochum, 16.11.2021] An exciting story is currently taking place in the office of EcoFinia GmbH in Bochum, which is behind the vegan organic chocolate brand iChoc. Thanks to an attentive teenager and several coincidences, the organic chocolate company is now producing Billie Eilish's first vegan chocolate – as limited album special.

It all starts in March 2019 with a story on Instagram, in which Billie Eilish shows the interior of her tour bus at that time. In addition to some other favorite products on board: The iChoc flavors "Classic" and "Almond Orange". When the US singer holds the chocolate in the camera, the fourteen-year-old Karla from Hamburg, Germany - as a big iChoc and Billie fan – connects the dots and immediately writes her favorite chocolate brand. Two years later, a limited batch of Billie Eilish's first vegan chocolates is running through the production line. Of course, it's Billie's favorite "Classic" flavor. Purely plant-based chocolate based on rice drink.

"Like us, Billie is a true change maker at heart. She has been vegan for years, is aware of environmental, animal and climate change issues and speaks out in public. As a result, she is a role model for many young people and raises awareness of these important issues" explains Andreas Mayer the common ground behind this small cooperation. In a recent Instagram story, Billie Eilish explains that she discovered iChoc in a Berlin organic store and directly fell in love with it. Since then, iChoc has been a faithful companion, at least on her European tours - because the German chocolate has not yet been available in the US. This spawned the idea of a vegan Billie Eilish chocolate, which was available in Billie's online shop store.billieeilish.com/ as a limited edition for the current album "Happier Than Ever". It was sold out within a short time. How much fun she has working with iChoc, Billie explains on Instagram: "I [...] want people to know how good vegan goods can be! I love them for doing this with me, what a dream."*

About iChoc:

iChoc - the vegan favorite chocolate for people who want to eat plant-based, honestly and consciously. Launched in 2015 and with more than 200,000 followers on social media, iChoc is one of the most popular German vegan brands. The core of the range consists of 6 different varieties. Based on rice drink, the taste of which can hardly be distinguished from classic milk chocolates. Controversial ingredients such as palm oil and soy lecithin are deliberately avoided at iChoc. All chocolate bars are consistently packaged sustainably and plastic-free, thanks to a fully compostable packaging foil.

<https://ichoc.de/en/>

*Source: [instagram.com/billieeilish/](https://www.instagram.com/billieeilish/), [Story from 11/16/2021]

"[...] before I stopped eating dairy, milk chocolate used to be my favourite thing on earth and since I've been vegan I could never find a good vegan milk chocolate, and never really liked dark chocolate. BUT THEN I found this store in Berlin that had the BEST vegan chocolate I'd ever had and since then it's been the only chocolate I'll use for everything, so I made my own chocolate with them!! I know it sounds like a random thing to sell but it's so fucking good and want people to know how good vegan goods can be! I love them for doing this with me, what a dream. @ichoc_vegan_chocolate [...]"

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