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Yowie Group to Reveal New Surprise Inside Collectible Series at Sweets & Snacks Expo

Chicago, IL – Expect a roaring good time in Yowie’s wildlife-themed booth at McCormick Place in Chicago May 23-26, 2022. Yowie Group, the confectionary company that brings families “the Smart Treat,” sustainably sourced chocolate combined with a unique educational experience, will unveil its new collectible series at this year’s National Confectioners Association Sweets & Snacks Expo. The new series will come to life in the Featured Product Showcase area.

Yowie surprise-inside chocolate is known for its realistic, collectible figurines of endangered animals. Children and adults alike delight in hunting down all the animals and characters in a collection and this latest series may be the most exciting yet!

“What I love most about Yowie is seeing the excitement of fans across our social channels each time we launch a new series. They dive into learning about the animals,” said Yowie Global CMO Cynthia Thayer. “The birth of this series is one of our most exciting to date, and I can’t wait to unveil it at the Sweets & Snacks Expo. I loved learning about these animals, and I know our fans will, too.”

Yowie Group specializes in creating unique, novelty candy innovations that feature a surprise-inside experience. Yowie also supports conservation charities around the world that aim to help these at-risk animals. The Yowie surprise-inside chocolate is truly a smart treat, delivering delicious, responsible, educational fun. Plus, parents can feel good giving their kids a treat made without GMOs, gluten, artificial colors/flavors – just 100% milk chocolate.

Stop by booth #12320 to learn why Yowie is the smart treat for parents and kids. The Yowie experience will include samples, an ultra-rare (1 in 1,000) Pacific Giant Glass Frog collectible, plenty of prizes and a special close encounter with some wild animals. Baby, you don’t want to miss it!

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About Yowie:

Yowie is best known for its flagship product, the Yowie surprise-inside chocolate. Each Yowie product is created in the shape of the Yowie characters and contains limited-edition collectible animal toys and a full-color leaflet featuring a picture of the real-life animal, its profile, and level of endangerment. Yowie’s social media channels and website allow collectors to learn more about the animals and their world while having loads of fun through games and competitions. The combination of tasty, clean-label treats, fun animal toys, and a digital platform encourages kids to learn about the natural world and understand its need for protection. For more information visit www.yowieworld.com.