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Reeseâ??s PuffsÂ Cereal introduces Dark Chocolate flavour

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Reeseâ??s Puffs cereal is entering a new era with its first new flavour combo since the cereal debuted in 1994. Reeseâ??s Puffs cereal Dark Chocolate Naturally Flavoured is a richer, deeper take on the beloved peanut butter and chocolate combo, made with Hersheyâ??s cocoa, real Reeseâ??s Peanut Butter and the signature Reeseâ??s Puffs cereal crunch fans love.

For more than three decades, Reeseâ??s Puffs cereal has taken on many forms â?? from Big Puffs and Minis to limited-edition Bunnies and Bats. But aside from a Peanut Butter-only drop, the brand has never strayed from its original milk chocolate flavour. Until now.

â??Weâ??ve seen how much people enjoy Reeseâ??s Puffs outside the morning routine, especially late at night, and dark chocolate continues to grow within the Reeseâ??s portfolio,â?• said Megan Brooks, Business Unit Director at General Mills. â??Reeseâ??s Puffs Dark Chocolate Naturally Flavoured brings that deeper chocolate flavour to a cereal experience people already know and enjoy, any time of day.â?•

To mark the launch, Reeseâ??s Puffs cereal is introducing a new universe on the back of the box in partnership with Vault49, called â??Reeseâ??s After Dark.â?• This collectable box transforms the cereal aisle into a glowing neon city where dark chocolate takes over. The universe is filled with hidden Easter eggs â?? from UFO-shaped Reeseâ??s Cups to secret neon messages â?? creating an experience as bold as whatâ??s inside the box.

Reeseâ??s Puffs cereal Dark Chocolate Naturally Flavoured is hitting retailers nationwide this month. For fans of the original, donâ??t worry â?? the classic Reeseâ??s Puffs cereal with milk chocolate flavour isnâ??t going anywhere. The new Dark Chocolate flavour simply gives cereal lovers another way to enjoy that iconic peanut butter and chocolate combo.