

ITC Fabelle unveils 64% Ghana-Origin Dark Chocolate Range

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As Indian consumers increasingly seek deeper cocoa flavours, cleaner ingredient stories, and more mindful indulgence, Fabelle Chocolates, ITC's homegrown luxury chocolate brand, unveils its new 64 per cent Dark Chocolate range. Crafted with premium Ghana Origin Cocoa, known for its superior aroma and depth, the range reflects Fabelle's mastery in chocolate making through precise cocoa sourcing, ultra-fine particle size technology, and extended conching that enhances the flavour, texture, and mouthfeel of chocolates.

Dark chocolate is no longer a niche preference; it is fast becoming the language of sophistication for the discerning palate. Responding to this evolving shift, Fabelle presents a range of dark chocolate bars and pralines that celebrate cocoa in its most expressive form, while offering distinct flavour journeys that elevate everyday indulgence.

While 64 per cent Ghana Cocoa remains at the core of these creations, Fabelle explores how thoughtfully paired inclusions can enhance the dark chocolate experience. From Cranberry Noir, which combines cocoa with the mild tartness of cranberry, to Orange Eclipse, where dark chocolate comes with gentle citrus notes, to No Added Sugar Dark Chocolate Bar, designed for those who seek the pure, unadulterated character of cocoa. Elevating the range further is Dark Symphony, which is a box of 10 handcrafted pralines curated with no added sugar and a refined medley of almond, macadamia, pecan, hazelnut and pistachio. The range brings together a nuanced spectrum of dark chocolate expressions, each crafted to showcase the richness of fine cocoa.

Subash Balar, Business Head of Confectionery, Chocolates & Coffee, ITC Ltd., said, "The modern Indian consumer is rethinking indulgence, seeking greater transparency, balance, and choice without giving up on experience. This is evident in the rapid growth of dark chocolate in India, which industry reports indicate has more than doubled over the past five years, outpacing traditional milk chocolate. Alongside this, demand for no-added-sugar options continues to rise. Through Fabelle, we are shaping a more refined chocolate culture that reflects how consumers want to indulge today."