

Hotel Chocolat opens new concept store at Banbury Stroud Leisure Park

8th December 2023: Chocolate fans are in for a cocoa powered treat as Hotel Chocolat, the luxury British cacao grower and chocolatier, announces the opening of its latest out-of-town concept store located at Banbury Stroud Leisure Park

Opening 15th December 2023, this latest store from [Hotel Chocolat](#) is home to a Velvetiser Café, serving iconic Velvetised™ drinking chocolate and other hot drinks. Guests can select from thousands of combinations to personalize their drink including 18 flavours served hot, over ice or as a Choc Shake with dairy milk or a plant-based alternative, plus a variety of toppings.

The team can also help customers find their chocolate 'Love Match' based on their preferred flavour profiles including smooth pralines, patisserie-inspired flavours or something tipsy which packs a punch.

The space occupies a prominent 4,313 sq ft unit which seats 40 guests allowing nearby residents to enjoy the sit-in experience, escape and unwind whilst browsing the range of top-quality chocolates.

Commenting on the new store, Hotel Chocolat's Co-founder and Development Director, Peter Harris, said: *"We're making retail park experiences that much more enjoyable with the opening of Hotel Chocolat at Banbury Stroud Leisure Park. Whether you're after a relaxing drink in one of our Velvetiser Cafes or would like to explore our range of top-quality chocolate, our new concept store offers guests the opportunity to shop at a more leisurely pace."*

"This latest opening is part of our plans to launch many more stores across the country in the next three to five years. Physical stores are extremely attractive and the beauty of being out-of-town is that we have good accessibility and parking so people can visit with ease."

Harvey White, White Commercial Surveyors www.whitecommercial.co.uk, who acted on the letting of the property, said: *"I was really pleased to see yet another exciting national occupier looking to set up shop in Banbury in 2023. The facility at Stroud Park provides a unique opportunity for Hotel Chocolat to expand its mixed retail and café offer; which will be yet another distinctive location alongside the company's varying styles of stores up and down the country."*

For eager shoppers keen to get a first glimpse of the new store, Hotel Chocolat will be offering surprise and delight moments to customers who purchase on opening day, as well as 20% off the Velvetiser Cafe for VIP.ME members, the chocolatier's member club, which is free to join.

To find your nearest Hotel Chocolat store and to find our store opening times, please visit: <https://www.hotelchocolat.com/uk/chocolate-shops>.

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For press information, please contact pr@hotelchocolat.com



Notes to Editor

About Hotel Chocolat | [hotelchocolat.com](https://www.hotelchocolat.com)

Luxury British cacao grower and chocolatier Hotel Chocolat was founded in 2004 to make exciting chocolate with three guiding principles – authenticity, originality and ethics – that remain central to the brand's success today. With its Rabot Estate cacao farm, hotel restaurant and bar on the Caribbean Island of Saint Lucia, a chocolate manufacturing facility in Cambridgeshire, UK, and locations across the UK and internationally, Hotel Chocolat occupies a unique space – being able to link all aspects of chocolate from the tree to the consumer. Hotel Chocolat connects the world of sustainable cacao agriculture with the hedonism of top-quality chocolate.