



Everyone loves chocolate

So Chocolate is a confectionery store concept that capitalizes on the fact that travelers throughout the world love chocolate. It is a tribute to a delicious product that can be fun and indulgent, while conveying history, provenance and having the power to evoke strong emotions and childhood memories.

So Chocolate meets the diverse needs of chocolate and confectionery lovers by creating a unique and appealing retail environment for confectionery. The So Chocolate experience immerses consumers into a fairy tale and fun world making the store visit a memorable moment.

So Chocolate offers a wide range of products and brands in 4 universes: World Favorites, Destination, Kids, and Premium.



4
countries



9
stores



4
airports