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Xan Confections debuts 'chocolates with benefits'



The CocoXan lineup includes five different European-style truffles.

BY J.V. GATEWOOD

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Irvine-based Xan Confections is further expanding its lineup of all-natural chocolates with its new CocoXan products, which are debuting at this week's Winter Fancy Food Show in San Francisco.

Dubbed "chocolates with benefits," CocoXan has five different selections: CocoWell, CocoBrain, CocoHeart, CocoPreggers and CocoPMS. The all-natural and gluten-free products pair fortified ingredients with antioxidant-rich dark chocolate to create European-style truffles filled with ingredients that promote wellness.



"At Xan, we believe that no one should go without chocolate, and our new CocoXan line is perfect for chocolate lovers who crave a reason to enjoy a little chocolate every day," said Susan Johnson, CEO of Xan Confections. "We maintained the 'to-die-for' taste of our chocolate while adding nutrients known to be good for the body and ones that we, personally, are excited about."

Xan Confections worked with nutraceutical firms such as Martek Biosciences and BioThera to create the new products, said Tracey Downey, the company's chocolatier and director of research and development.

"The desire to blend the scientific advantages of fortified ingredients with rich chocolate is not unique, but our feeling is that achieving this delicate balance has not yet been done, until now," said Downey.

The new products come in addition to Xan's existing lineup of gluten-free and vegan chocolates, which include Sainly Sins and Jewel Caramels, as well as its more traditional sweets: the LadybuG Truffles, Signature Collection and BigMouths.

Following the line's preview at the Winter Fancy Food Show, orders for CocoXan will be taken with delivery scheduled for mid-February at retail locations across the country and online at cocoxan.com.