

Pa Pa Paa

PA PA PAA

OBJECTIVE

Luxury handmade chocolate and truffle specialists, Pa Pa Paa approached Storm to generate awareness of the company and its products within the crowded confectionery market. The prime role of PR was to launch its seasonal ranges and generate sales at key times of the year through its mail order facility on the internet.

SOLUTION

Storm implemented a hard-working media relations campaign for Pa Pa Paa, targeting the high profile national papers and supplements, and also the women's lifestyle and consumer food media. Father's Day was the launch of the company to the media, and Storm hand-dropped samples of its Bombay Bar to all key journalists for trial and tenaciously followed the approach up by phone to pull through the coverage. The same, successful tactics were adopted for the subsequent launches of its Halloween, Christmas and Easter ranges.



RESULTS

As a direct result of the coverage, Pa Pa Paa had to take on a new Chocolatier to cope with the increase in demand, which saw sales rise by 10% during the campaign period.

Coverage was achieved in all the seasonal chocolate and gift round ups in key national and women's press, alongside well established companies such as Lindt, Hotel Chocolat and Green & Black's. The ROI for the campaign exceeded ten times the total PR spend.

Gourmet foods

IF THERE'S ever a so DEBORAH ARTS, some extra-special Christmas time, of the crop for



Pa Pa Paa chocolate pudding, £19, Harvey Nichols, 020 7235 5000

Chocolate Russian dolls, £7.95, 50g

Extra Special chocolate cup, 2 for £2.48, Asda

New Brits choose Paxton and Whitte www.paxtonandwhitte.com

Limited edition of Claret, £35, rods, 7730 1234

woman & home

Check out... Make way for Pa Pa Paa's super-sized gourmet festive chocs (01794 340 390, www.papapaa.co.uk). The range includes this giant Christmas Pudding (£14.95), filled with

Chocolate stuffed with hazels. Ideal for a personal centrepiece.

House Beautiful

All you want from where you live

Look out for the unique chocolate treats from Pa Pa Paa. I love their animals, like this milk chocolate chicken highlighted with dark chocolate and with an orange chocolate beak, £11.95. There's also a white chocolate goose with a golden egg that would be a wonderful Easter gift. Call 01794 340390 or visit www.papapaa.co.uk.

THREE OF THE BEST... CHOCOLATE ANIMALS

At Easter, chocolate doesn't have to be egg-shaped...

1. **White milk chocolate chicken** - £11.95. Like a real chicken, it's perfect for those of you who can't decide what type of chocolate you like best. It comes with a golden milk chocolate egg too.

2. **White milk chocolate goose** - £11.95. Like the real thing, it's perfect for those of you who can't decide what type of chocolate you like best. It comes with a golden milk chocolate egg too.

3. **White milk chocolate bunny** - £11.95. Like the real thing, it's perfect for those of you who can't decide what type of chocolate you like best. It comes with a golden milk chocolate egg too.

Daily Mail

DAILY EXPRESS

Set of six Buccleuch relishes (including Plum & Port, Apple & Ginger, Mufled Cranberry), £21.82 QVC, 0800 50 40 30

Onaga cantape herring carrier, 50g, £3.99, Waitrose, as before

Flavoured rock salt bottle, £7.50, Asda, as before

Star-shaped Lindt chocolate bar, from a selection at John Lewis, www.johnlewis.com

Linet Chocolate Father Christmas, £3.95/200g, Harrods, as before

Feeding Your Imagination Chrimbo Put, £9.95, mailorder, 01392 876 079

Vodka Matreshka dolls, £20.35/cpl

Touch of Luxury chocolate box, from £8.95, Pa Pa Paa Chocolates (01794 340390)

Hasbro (0800 328 7007)



MAGAZINE THE TIMES

fresh



Pa Pa Paa's Snowball

Available from www.papapaa.co.uk or call 01794 340 390, £14.95

This is a fantastic company with fantastic products. The chocolate snowball comes in shiny paper so no need for further wrapping! The thick, hollow white chocolate bar comes with white chocolate truffles inside - delicious



The Independent Magazine

CHOCOLATE Bombay dreams

How great is your love of chocolate? How deep is your passion for curry? Could you cope with both at the same time? Give a warm welcome to the Bombay Bar from the handmade chocolate and truffle company Pa Pa Paa. The ideal gift for a food-loving father, the Bombay Bar is a delicious combination of rich, dark chocolate studded with nuts roasted in subtle Indian spices, including cardamom and chilli, with a hint of tropical coconut. Handmade chocolates and truffles also available. Bombay Bar retails at £4.99

Preposterously named and outrageously good, the Pa Pa Paa Bombay Bar blew us away. It's such a chunky bar of dark chocolate packed with big nuts and Indian spices - cardamom, chilli and a bit of coconut - that you have to be tough to break off a bit. Created by the Pa Pa Paa chocolatier for Father's Day, we don't see why dads should have the lion's share of it. £4.99 for a bar, from www.papapaa.co.uk



delicious.



Breaking news: Hard to grasp, we know, but some can't stand Christmas pudding. If you don't give a fig for figgy pudding, you should get this pair of chocolate truffles to crack open instead. Giant Chocolate Christmas Pudding and Giant White Snowball (not shown), £14.95 each, from Pa Pa Paa. Call 01794 340390 or visit www.papapaa.co.uk to order.

Slab of dark chocolate, studded with ginger and hazelnuts

Pa Pa Paa, £6.10 (01794 340390, www.papapaa.co.uk)

celebs

Prep time: 10 mins
Cooking time: 25 mins
Cost per person: £1

HALLOWEEN HONEY GRILLED CHICKEN

If you're too busy trick or treating to spend ages cooking, here's a devilishly easy dish to make

SERVES 4 Per person: 420 cals, 21g fat

You will need
125g/4oz honey
100ml/4fl oz hot pepper sauce (available in all supermarkets)
1 tsp ground black pepper
4 chicken breasts with skin on

Method
1 Preheat grill.
2 In a small bowl, combine the honey, hot pepper sauce and ground black pepper and mix well.
3 Cover each chicken breast with the sauce and put under the grill, turning and basting.
4 Grill for 10 to 15 minutes per side, or until the chicken breasts are cooked all the way through.
5 Serve with rice and roasted vegetables.

SPOOKY DELIGHTS

Get ready for the kids' Halloween party with these yummy treats - plus beer to keep dad happy

1 Witches' Fingers, Marks & Spencer, £2.49 for 5
2 Skull Straus, Woolworths, 99p for 8
3 Wychwood Hobgoblin Ale (5.2%), £1.60 for 500ml, from supermarkets
4 Graveyard Gâteaux, Sainsbury's, £1.99
5 White choc ghost, £3.99, from Harvey Nichols or www.papapaa.co.uk
6 Haribo Horror Mix, £1.02 for 175g

olive

Giant chocolate Christmas pudding with ganache-centred truffles inside, £14.95, Pa Pa Paa

And, if you feel like really spoiling her on Sunday...

Chocolate truffles, 120g, £11.95, Asda, Tel: 020 774 8113

Luxury boxed chocolate from Chocoberry from Waitrose, from £75, from Harvey Nichols, Tel: 020 774 1234

Chocolate Choc, £14.00, Pa Pa Paa, Tel: 01794 340 390, www.papapaa.co.uk

METRO

Heavy, egg including honey, maple, £1.99, 100g, Asda, Tel: 020 774 8113

Douquet, £120, Asda