



News release

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Sweet Temptations to wow NIS visitors with country's largest chocolate fountain

Visitors to this year's National Incentive Show at the NEC, Birmingham will be in for a real treat courtesy of leading provider of promotional confectionery Sweet Temptations.

Alongside unveiling a new range of Christmas themed products, the company will be inviting visitors to their stand to dip into a fountain of mouth watering warm chocolate cascading from an enormous chocolate fountain.

The fountain which will stand at an impressive 1.45 metres is the biggest in the UK and is sure to provide quite a spectacle throughout the three day event.

As Colin Levene, managing director of Sweet Temptations points out:

“Our use of chocolate fountains at exhibitions has always proved popular with visitors as they not only offer the opportunity to taste our delicious chocolate but also appeal to the senses.

This year we will be unveiling some really great new Christmas promotional items and we wanted to create a bit of a spectacle around our stand. By incorporating an extra large chocolate fountain into our display we are

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confident that we will illustrate the wow factor that customers experience when dealing with us.”

Sweet Temptations will be exhibiting at stand E41 and will be unveiling a new range of Christmas themed products that reflect exciting new developments in the areas of ethical and Fair Trade.

Ends...