**Montezuma’s Are Back on Track**

* **Premium chocolate brand Montezuma’s Chocolate secures investment.**
* **Founders are back running the business following Paramount Retail Group investment**

The founders of Montezuma’s, Helen and Simon Pattinson are back at the helm to grow the brand with the recent investment from Paramount. With this financial support, the founders will focus on the brand’s profitability – along with its core values of authenticity, equality and providing the best quality chocolate.

Montezuma’s has been one of the longest standing, largest independent British manufacturers of luxury, artisanal chocolate. Now Paramount Retail Group is set to invest in Montezuma’s which will enable the brand to fund its growth strategy and product development.

Now Paramount Retail Group prides itself on injecting innovation into all of their brands and believe an innovative and ingenuity led approach is the key to unlocking sales across international markets. It’s their fresh thinking approach that continues to lead their development.

Montezuma’s launched over twenty two years ago, the award-winning, ethicall brand produces a vast range of premium chocolate products and can be found in major stockists such as Waitrose, Sainsbury’s, Morrisons, John Lewis and Selfridges.

Paramount Retail Group has a strong portfolio of confectionery businesses including Bristows of Devon and Tilleys Sweets. Founders Helen and Simon Pattinson enthused, ‘’we’re delighted to be part of the Paramount family and feel that this is such an exciting time for the business. We can’t wait to see what the future holds and are looking forward to sharing more delicious chocolate with you.’’

The addition of Montezuma’s will increase the company's global reach, develop retail partnerships and enhance the production of high quality, flavourful chocolate. As leader’s in the market, this investment provides the opportunity for growth in the UK and also internationally. Montezuma’s has showcased steady growth as a company in the UK, with further supermarket stockists such as Asda and the Co-op having been acquired in recent months.

Paul Taylor, chairman of Paramount commented: “today marks a new phase in the sustainable growth of Montezuma’s Chocolates. With Paramount’s investment and expertise, we can develop our market position, increase our global customer base, and, as a result, help our valued suppliers expand their markets.”

**About Montezuma’s Chocolate:**

Britain's Greatest Little Chocolate Company, Montezuma’s, was founded by Helen and Simon Pattinson in 2000, following a whistle-stop tour of South America, where their taste and passion for chocolate was first discovered. The trip changed their lives and they returned to the UK with a dream to create extraordinary British chocolate that boasted an innovative range of fun flavour combinations.

Almost 20 years after setting up their first shop in Brighton, Montezuma’s has never compromised on quality or taste across every single chocolate product. Having always traded fairly, the brand is known for using the best quality, ethically sourced cocoa from plantations that meet its strict ‘business done properly’ policy. It also places the environment at the heart of how it does business and the packaging of every new product is 100% recyclable, biodegradable or compostable.

Montezuma's creates extraordinary chocolate that can be enjoyed by everyone and the company continues to expand the range of chocolate to include many organic, gluten-free, vegan, keto and sugar-free options.

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