

I Chews You: NL Chocolate Company Creates Pokéball Truffle

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The Newfoundland Chocolate Company has introduced a new truffle that will 'capture' the attention of Pokémon GO players patrolling the downtown streets.

Co-owner and chief chocolate officer at the Newfoundland Chocolate Company, Brent Smith stopped in on the Duckworth Street location on Wednesday evening and was surprised to find over 30 people hanging around inside and close to the entrance of the shop.

Brent's son Noah is familiar with the Pokémon GO game, that's taking the world by storm, and explained the source of the activity.

It turns out, the iconic mermaid sculpture and mural on the side of the Newfoundland Chocolate Company are a Pokémon stop where gamers can collect extras.

Smith says, in a staff meeting the following day it was a natural decision to create a truffle in honour of the excitement.

The chocolate Pokéball is now available—in real life—for anyone looking for something sweet to sink their teeth into.



Just real thankful the Newfoundland chocolate company is embracing being a pokéstop #pokemongo #truffles