



# THE EGG THAT SHARES THE EASTER STORY



**Special Edition**  
(RRP £9.99)



**Dark** (RRP £5.50)



**New Design Easter Story**  
A 24 page Easter story-activity book illustrated by Martina Peluso.

**Original**  
(RRP £3.99)



**NOW PLASTIC FREE**



## The egg that shares the Easter story

Out of the 80 million Easter eggs sold in this part of the world every year, The Real Easter Egg is the only one which has a copy of the Easter story in the box, is made of Fairtrade chocolate and which supports charitable projects.

This year the Original and Dark egg are both plastic free. The Original contains a prize competition and a super thick milk chocolate egg and a large 24 page Easter story-activity book. The Dark egg, which is also suitable for adults, contains the 24 page book, plus a simple Easter guide, 3 dark chocolate Mini Squares (3x5g) and a luxury smooth dark chocolate egg (165g). The Special Edition comes with a bookmark/keepsake made by disabled craft artisans in India, a simple guide to Easter, an orange milk chocolate bar (80g) and a luxury milk chocolate egg (200g).

The Real Easter Egg was launched in 2010 but the supermarkets turned down the idea at first. It was left to churches and church schools to place orders to fund The Meaningful Chocolate Company to make The Real Easter Egg.

To date, more than one million eggs have been sold with 750,000 sent through the post directly to churches and schools. The rest have been sold through retailers and supermarkets.

The success of The Real Easter Egg has meant that the production of Fairtrade chocolate has moved to the UK. Over £275,000 has been raised from sales for charitable causes.

### Where to buy

The whole range can be ordered online at [www.realeasteregg.co.uk](http://www.realeasteregg.co.uk) or from Traidcraft, Eden.co.uk, TLM trading.com, Embrace the Middle East. Christian bookshops and some cathedrals also have stock.

You can also buy the blue Original egg from Tesco, Waitrose, Morrisons and Asda.

**See the full shop list or order at [www.realeasteregg.co.uk](http://www.realeasteregg.co.uk)**

This year there is a chance to reach out to the wider community by taking part in the National Real Easter Egg Hunt using our Sharing Box. See [www.realeasteregg.co.uk](http://www.realeasteregg.co.uk)

