

Personalised chocolates: a practical checklist to help you choose

A practical tool for comparing format, flavour, packaging and customisation technique before ordering.

1. Quick choice based on your objective

Objective	Options to consider	Why it may be suitable
Large-scale distribution at trade fairs and events	5 g square; coins weighing about 2.5 g and 4 g	Small, individually wrapped formats that are easy to distribute.
Gift with greater presence	20 g or 60 g coins; larger packages	Each piece is more noticeable and can take on the role of a small gift.
Service with coffee and break times	5 g square; dark chocolate for a more intense note	The format is compact; dark chocolate pairs well with coffee.
Corporate gift or Christmas box	70 g option; richer flavours such as milk chocolate, almonds and cinnamon	The kraft cardboard packaging has a stronger presence and the look of a small gift.

2. Practical comparison of weights and dimensions

Format	Weight	Stated dimension	Suggested use
Square	5 g	30 × 30 mm	Coffee, breaks and large-scale distribution
Coin	about 2.5 g	Ø 28 mm	Large-scale distribution
Coin	about 4 g	Ø 36 mm	Large-scale distribution
Coin	20 g	Ø 68 mm	More noticeable gift, intermediate size
Coin	60 g	Ø 100 mm	Small gift with greater presence
Praline	70 g	Packaging approx. 90 × 183 × 47 mm	Gift or richer option

3. How to choose between flavours

- **Milk chocolate:** a classic, smooth and versatile choice, suitable when the audience is broad.
- **Dark chocolate:** a more intense and less sweet flavour, suitable when it will be served with coffee.
- **Milk chocolate with cinnamon-coated almonds:** a richer and more aromatic option, suitable for gifts and special occasions.

4. Packaging: how presentation changes

Option	Characteristics	Effect on presentation
Square	Individual gold or silver wrapper + outer paper band	Simple, neat and polished
Praline	Kraft cardboard bag, approx. 90 × 183 × 47 mm	More visible, with the look of a small gift
Coins	Individual gold wrapper	Immediately recalls the shape of a coin and strengthens the visual effect

5. Choosing the customisation technique

Technique	When to consider it	Strength	Note
Adhesive label	Graphics with many colours and details	Full-colour printed label	Availability depends on the selected packaging
Flexographic printing	Complex, full-colour graphics	Fast and accurate reproduction	Only available with very high minimum order quantities
Pad printing	Simple logos with a few solid colours	Economical, versatile and suitable for small areas	Less suitable for graphics with many colours

6. Checklist before confirming your order

- Objective: large-scale distribution, customer service, small gift or a more substantial present.
- Format and size: choose between a square, coins in different sizes or the 70 g option.
- Flavour: milk, dark or the cinnamon-coated almond variety, depending on the recipient and when it will be eaten.
- Packaging: decide whether you need simple wrapping or a more visible option similar to a small gift.
- Artwork: check logo complexity, number of colours and available area before choosing the technique.
- Minimum quantity: check the product page; the stated range goes from 1,000 pieces for larger chocolates to 6,000 for smaller ones.
- Sample: check whether one is available, especially for higher-end products and larger packages.
- Dietary requirements: some products are gluten-free; always check the relevant product page before distribution.

7. Decision sheet to complete

Question	Choice / note
Who will receive the chocolates?	
In what setting will they be given out?	
How many pieces are needed?	
Which format best matches the value of the gift?	
Which flavour is most suitable for the audience?	
Should the packaging be understated or more visible?	
Does the logo require many colours or details?	
Are checks needed for gluten or other dietary requirements?	
Would it be useful to order a sample before the full supply?	

Useful links

[Personalised Chocolates](#) • [Personalised Biscuits](#) • [Promotional Sweets & Confectionery](#) • [Personalised Snacks](#)