

Bakers launches Eet-Sum-Mor Chocolate Chip

Bakers has launched Eet-Sum-Mor Chocolate Chip, a shortbread biscuit made with chocolate chips.



Janine Ho-Lin, senior brand manager for Bakers Sweet Biscuits, says, “Over the last 165 years, the brand has retained its magic. We understand our consumers’ love for the biscuits and so we decided to offer them another delicious variant to the shortbread offering.

“We also wanted to appeal to new, chocolate-loving consumers and we believe that South Africans are going to enjoy this new combination of shortbread and chocolate,” concludes Ho-Lin.

It is available in stores nationwide at a recommended selling price of R15.99.

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