

The background is a light cream color, decorated with various Easter-themed illustrations. There are several teal-colored eggs scattered throughout, some with simple patterns like dots or a tulip. The most prominent feature is a large, detailed orange feather in the upper right quadrant. Numerous orange eggs are also present, many with intricate white line-art designs, including floral motifs, a large letter 'B', and various patterns. The overall aesthetic is clean and celebratory.

Betty's
EST. 1919

EASTER
PRESS PREVIEW
2025

Welcome

Spring's awakening burst of light, colour and energy feel joyous after winter's darkness, as does each beautiful Easter delight created in our Craft Bakery by our chocolatiers, bakers and decorators.

Our Craft Bakery is a place filled with imagination and deliciousness, but it's also the home of patience, skill and attention to detail – the values of our chocolatier founder, Frederick, which live on more than a century later. After a thick layer of chocolate has set inside each Easter egg mould, our chocolatiers and our cake decorating team call upon their artistic skills. It takes the steadiest of hands to depict the riot of crocuses, pansies and other joyous blooms on our Spring Flowers Milk Chocolate Easter Egg, all hand-crafted from sugar or piped in royal icing.

This year we're introducing Jenny the Sheep, created by and named after Bettys chocolatier Jenny Mills. Also new to the range is our Golden Blonde Chocolate Easter Egg, whose caramel-scented blonde chocolate is created by slowly cooking white chocolate until it is lightly caramelised with dreamy toffee notes. You'll also find heavenly combinations of flavour and texture in our Orange Crisp Milk Chocolate Easter Egg, and our Honey & Walnut Milk Chocolate Flat Easter Egg.

As you unwrap your Bettys treats this Easter, take a moment to appreciate each delicate flower, icing flourish or piece of glossy chocolate perfected by our Craft Bakery team. Then go ahead and enjoy every bite.

Let me know if you need samples or images, or to arrange interviews with the wonderful makers in our Bakery rooms.

Best wishes,

Ruth Burke-Kennedy

External Relations Manager

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Following us is a treat.



@bettys

Download images direct from: www.mediacentre.bettys.co.uk

Gentle memo: Please check all prices and details with us before publication.



“The Yorkshire Dales in springtime inspired me to create Jenny. Sheep are at the heart of our landscape. I love them and have always wanted to make a chocolate sheep.”

Jenny Mills - Bettys Chocolatier

NEW
JENNY THE SHEEP
WHITE CHOCOLATE
EASTER EGG

£18 • 19cm high • 350g

Eggs to enchant

Made from our divine Swiss Grand Cru chocolate and exquisitely hand-decorated, our Easter eggs are a truly magical experience.



NEW SPRING FLOWERS
MILK CHOCOLATE
EASTER EGG
£42.25 • 19cm high • 350g



NEW DARK CHOCOLATE
SPECKLED EGG
£27.50 • 19cm high • 350g



HAND-PAINTED
GANACHE EGGS
£15.25 • Box of 8
22.5 x 3.5cm • 80g





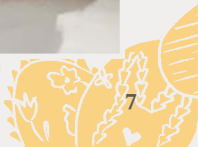
NEW ORANGE CRISP
MILK CHOCOLATE EASTER EGG
£25 • 16cm high • 190g



NEW HONEY & WALNUT MILK
CHOCOLATE FLAT EASTER EGG
£15.25 • 16 x 11cm • 130g



NEW GOLDEN BLONDE
CHOCOLATE FLAT EASTER EGG
£15.25 • 16 x 11cm • 130g





Spring a surprise

Our Easter novelties make the perfect little gifts for all ages.

1.

**EASTER
BISCUIT SELECTION**
£13 • 12 Biscuits • 150g

2.

**MILK CHOCOLATE
EGGS**
£11 • 18 x 8.5cm • 150g

3.

**CARAMEL-FILLED
CHOCOLATE EASTER
SELECTION**
£10.25 • Box of 7 • 22.5 x 3.5cm • 65g

4.

**MILK CHOCOLATE
SUGAR-COATED
MINIATURE EGGS**
£10.25 • 11 x 7 x 5cm • 250g

5.

**WHITE & MILK
CHOCOLATE BUNNIES**
£8.50 • Box of 4 • 20 x 5cm • 50g

6.

**EASTER
BUTTER BISCUIT EGG**
£3.50 • 150g



**APOSTLE SIMNEL
FRUIT CAKE**

£41.25
15.5cm diameter • 1kg



**RASPBERRY & VANILLA
LOAF CAKE**

£8.25 • 15.5 x 9.5cm • 330g



A host of treats

*From Mother's Day to Easter and beyond,
welcome guests with a plate of our
Craft Bakery delights.*

**SIMNEL FRUIT CAKE
PORTION**

£9.95 • 7 x 15 x 4.5cm • 440g



**SPICED EASTER
BISCUITS**

£7.50 • 210g

SUNDAY 10th MARCH
With love from Bettys

From graceful hand-iced cakes to afternoon tea treats, we have everything for a Mother's Day to cherish.



MOTHER'S DAY CAKE
 £24.75 • Serves 6-8
 15cm diameter • 590g

**MOTHER'S DAY
 TEA & SCONES GIFT BOX**

£35 • 23 x 23 x 12cm

- YORKSHIRE TEA LOAF CAKE
- CLASSIC STRAWBERRY PRESERVE
- CHOCOLATE HEART ASSORTMENT
- FOUR SULTANA SCONES
- BETTYS TEA ROOM BLEND (80 Tea Bags)



**MOTHER'S DAY
 TREATS GIFT BAG**

£27.50 • 22 x 9.5 x 27.5cm

- CHOCOLATE HEART ASSORTMENT
- YORKSHIRE SHORTBREAD BOX
- RASPBERRY & VANILLA LOAF CAKE



Take your fancy

Light yet luxurious, our elegant hand-decorated Fondant Fancies are the ideal springtime treat.

SPRING FONDANT FANCIES

£57.25 • Party Cake: Serves 16
22 x 22cm • 850g

£32.25 • Box of 9 | £21.50 • Box of 6



EASTER CHICK LEMON CAKE

£44 • 25 x 20 x 6cm • 950g



EASTER CHICK LEMON FONDANT FANCIES

£15.50 • Box of 4



Every delicious moment

Our beautiful gift boxes and bags bring joy to Easter gatherings, spring birthdays or any other happy occasion.

AFTERNOON TEA GIFT BOX

£50 • 32 x 25 x 9cm

- STRAWBERRIES & CREAM MACAROONS (Box of 6)
- LEMON CURD LOAF CAKE
- FOUR SULTANA SCONES
- CLASSIC STRAWBERRY PRESERVE
- FONDANT FANCIES (Box of 4)
- BETTYS AFTERNOON DARJEELING (20 Tea Bags)

EASTER SPECIALTIES GIFT BOX

£50 • Box: 23 x 23 x 12cm

- SPICED EASTER BISCUIT BOX
- EASTER EGG BUTTER BISCUIT
- SIMNEL FRUIT CAKE
- MILK CHOCOLATE EGGS
- HONEY & WALNUT MILK CHOCOLATE FLAT EASTER EGG
- WHITE & MILK CHOCOLATE BUNNIES

EASTER FAVOURITES GIFT BAG

£30 • 22 x 9.5 x 27.5cm

- SIMNEL FRUIT CAKE
- SPICED EASTER BISCUIT BOX
- HAND PAINTED GANACHE EGGS

The chosen buns

Tuck in to these scrumptious classics from our Craft Bakery



BETTYS BURY SIMNELS
£14 • Box of 4 • 24 x 12 x 8.5cm



**YORKSHIRE
FAT RASCAL® SCONES**
£14 • Box of 4 • 24 x 12 x 8.5cm



**LARGE
HOT CROSS BUN**
£8.25 • 15cm diameter • 500g



**LARGE CHOCOLATE & ORANGE
HOT CROSS BUN**
£9.25 • 15cm diameter • 520g



**NEW RAREBIT
HOT CROSS BUN**
£8.75 • 15cm diameter • 520g

NEW RAREBIT
HOT CROSS BUN

£8.75 • 15cm diameter • 520g

