



## Diageo India Presents 'The Dessert Collection' by Baileys x SMOOR – Luxurious Non-Alcoholic Flavoured Treats Crafted with Couverture Chocolate

*Three iconic dessert flavours are now reimagined in SMOOR's non-alcoholic couverture chocolates, desserts, and cakes.*

*An assortment of ten confections, from shots to entremets, available nationally from December 20<sup>th</sup>, 2024*

**Mumbai, December 20, 2024:** Diageo India, one of the country's leading alco-beverage company in partnership with SMOOR, India's premier luxury confectionery brand, today unveils ***The Dessert Collection by Baileys x SMOOR***, launched exclusively across SMOOR's world-class Chocolate Lounges, Signature Chocolate Studios, boutiques and retail outlets. This exquisite collaboration offers a range of premium non-alcoholic flavoured chocolates and desserts, crafted with SMOOR's artisanal expertise. Designed to delight with a refined dessert experience, the collection brings together the best of the two iconic brands, combining indulgence and craftsmanship in every bite.

***The Dessert Collection by Baileys x SMOOR*** includes non-alcoholic chocolate shots, chocolate bars, signature desserts and a showstopping signature cake. These are crafted by SMOOR's expert chocolatiers and inspired by some of India's favourite dessert flavours— Classic Cream, Creamy Berries, and Sea Salt Caramel. At the core of this collaboration lies a shared philosophy: treating is an expression of love. The Collection embodies moments of joy, laughter, and a hint of indulgent mischief that only the finest chocolates can inspire.

SMOOR has set a benchmark in India for luxury chocolate experiences. With its artisanal creations crafted from true couverture chocolate and honest, rich ingredients, SMOOR combines innovation with artistry, earning its place as a trusted choice for chocolate lovers across the country – making SMOOR the definitive masters of creating a decadent chocolate and dessert collection.

*"Aligned with Diageo India's vision of crafting elevated experiences, this one-of-a-kind collaboration seamlessly blends bespoke gifting with moments of playful decadence. At the heart of our dedication lies the art of curating unique, sensory-rich experiences that captivate and inspire. The Dessert Collection by Baileys x SMOOR is our invitation to savor indulgence. This exquisite assortment of non-alcoholic chocolates and desserts is thoughtfully crafted to delight the palate, elevate every occasion, and spread the joy of unforgettable flavours,"* says **Bhanu Gupta, Vice President & Business Head (Luxury & Super Premium), DIAGEO India.**

*"With Bailey's classic creamy flavours and the excellence of SMOOR's true couverture, we are overjoyed to present a non-alcoholic flavoured collection with the best of both worlds. The Collection brings to life an amalgamation that is perfect to stimulate your senses. We are thrilled to announce this collaboration and*



are in high Christmas spirits to bring together a premium palette experience like never before!” says Kanchan Achpal, Chief Marketing Officer, SMOOR.

The Dessert Collection by Baileys x SMOOR			
#	Expressions	Tasting Experience	Specifics
1	<b>Flavoured Shots</b>	Creamy non-alcoholic bites bursting in three playful flavours. Tiny, rich moments of delight.	Available in 3 signature flavours: Classic, Creamy Berries and Sea Salt Caramel. Priced at INR 375
2	<b>Flavoured Chocolate Bars</b>	A smooth rendezvous between SMOOR’s couverture chocolate and signature notes. Apt for your everyday cravings or gifting.	Available in 3 signature flavours: Classic, Creamy Berries and Sea Salt Caramel. Priced at INR 295
3	<b>Classic Cake</b>	The perfect dessert for your birthday! A true treat for those who savor sophistication in every slice.	Available in a Classic flavoured cake in 0.5kg priced at INR 1250, and by slice on request.

Whether exchanged as a gesture of love, unwrapped in celebration, or savored in solitude, this assortment of sweet treats has an unparalleled ability to bring people together. **The Dessert Collection by Baileys x SMOOR** aims to set a new standard in India’s non-alcoholic chocolate world, evoking joy, nostalgia, and togetherness with every bite—making them the perfect canvas for a collaboration that reimagines the magic of sweets. With a thoughtful curation of dessert expressions, each crafted with luxurious textures, authentic ingredients, and playful flavours, the collection offers the ultimate way to wrap up 2024 on a sweet note and step into 2025 with decadence. The ‘doubly delicious’ collection will be in all stores starting January 2025, across Bangalore, Chennai, Mumbai, Pune, Delhi, and Gurgaon. For more information about The Dessert Collection by Baileys and SMOOR, visit: <https://smoor.in/collections/the-dessert-collection-baileys-x-smoor>

###

**About Diageo India:** Diageo India is among India’s leading beverage alcohol (alcobev) companies with an outstanding portfolio of premium brands. A subsidiary of Diageo Plc., it is listed in India on both the National Stock Exchange (NSE) and Bombay Stock Exchange (BSE) as United Spirits Limited (USL).

Headquartered in Bengaluru, Diageo India has one of the largest manufacturing footprints in alcobev with 36 facilities across India. It manufactures, sells and distributes Johnnie Walker, Black Dog, Black & White, VAT 69, Antiquity, Signature, The Singleton, Royal Challenge, McDowell’s No1, Smirnoff, Ketel One, Tanqueray, Captain Morgan and Godawan, an artisanal single malt whisky from India, bringing together global expertise and local pride to deliver innovative, world-class products and experiences to consumers. With a strong focus on driving a positive impact on society, Diageo India has been working on collective action to improve livelihoods, championing Grain to Glass sustainability, responsible consumption and nurturing the alcobev ecosystem, to contribute to India’s growth agenda.



For more information about Diageo India, our people, our brands, and our performance, visit us at [www.diageoindia.com](http://www.diageoindia.com). Visit Diageo's global responsible drinking resource, <http://www.DRINKiQ.com>, for information, initiatives, and ways to share best practices.

Celebrating life, every day, everywhere.

**About SMOOR:** SMOOR opens up a world of True Couverture Chocolates made with real, authentic and high-quality ingredients concocted by master chocolatiers from around the world. We at SMOOR put Real Couverture Chocolate to action to bring out that perfect shine and snap. We present the widest range of chocolate options. Our masterpieces create those perfect moments of delight, each time, every time. Not just chocolates. SMOOR lures you with macarons, cakes, pastries, baked goodies, desserts, beverages, and a lot more with pure artistry and craftsmanship at the core. Our world class chocolate lounges and our Signature Chocolate Studio delight you with exquisite lounge space for a truly immersive and international chocolate experience. Our thoughtfully designed boutiques and outlets make perfect spots to quickly pack some last-minute gifts. Our stylish and unique products dressed in exquisite packaging reflects our quality, class and honest ingredients that go into every SMOOR. Fall in love with SMOOR. An affair to last forever.

**Baileys x SMOOR: The Dessert Collection Media Contact:**

Sanjana Mukund

The Outlier

[baileys@theoutlierpr.com](mailto:baileys@theoutlierpr.com)