

## New chocolate beer to debut in Japan



The headline reads "A chocolate drink for adults, from Sapporo and Royce.\*" Mmmm. Exactly the thing for people addicted to both.

Japan's [Sapporo Brewery](#) and domestic confectioner [Royce](#) will start selling [Chocolat Brewery](#), a limited-edition beverage, starting next Wednesday, January 14. The bitter malt brew is infused with chocolate flavor and will be available order-only [through the Sapporo website](#) until just January 23 (with deliveries around February 10). A three-pack is priced at 1,480 yen, more than \$5 per can.

The intro comes a month after Sapporo launched the [Sapporo Hana Garden Project](#), an initiative the company hopes will generate new excitement for Sapporo products amongst Japanese women.