



SIP SLOW: TURTLES® HOT COCOA ARRIVES AT CIRCLE K® NATIONWIDE THIS FEBRUARY

Turtles invites consumers to indulge in its iconic combination of chocolate, caramel, and pecans—now in a warm, creamy beverage.

WHITE PLAINS, N.Y., February 5, 2026 — Turtles, the original caramel nut cluster, is bringing its signature flavors to the beverage bar this winter with the debut of Turtles Hot Cocoa, a creamy cocoa inspired by the brand’s iconic chocolate, caramel, and pecan profile. The limited-time beverage rolls out early February exclusively at approximately 4,800 Circle K locations across the U.S.

Turtles is extending beyond the candy aisle —bringing the same indulgent flavors to a warm, cozy beverage. Just as Turtles’ recently-launched “It’s Slow Good” brand campaign encourages consumers to take time to slow down in our fast-paced world, Turtles Hot Cocoa gives yet another reason to slow down and savor a delicious treat. This rich, nutty cocoa is also made to be enjoyed slowly, and is best enjoyed when paired with a Turtles caramel nut cluster.

“In every cup, we wanted to deliver the unmistakable Turtles experience—perfectly balanced and best enjoyed slow...,” said Ahad Afridi, Chief Marketing Officer, pladis North America. “We’re thrilled to make a sippable Turtles treat available to Circle K customers looking for a warm pick-me-up during the winter season.”

This collaboration underscores the growing trend of indulgent beverages in convenience retail, offering consumers a unique way to enjoy iconic flavors on the go. By pairing Turtles heritage with Circle K’s expansive footprint, the partnership delivers a premium experience that transforms everyday beverage breaks into moments worth savoring.

"At Circle K, we are always exploring opportunities to bring exciting beverage flavors and innovation to our stores for customers," said Shawn Barnes, Head of Dispensed Beverages, North America at Circle K. "Our exclusive partnership for Turtles Hot Cocoa provides that with nostalgic, decadent candy flavor in every cup, and reinforces our commitment to delivering unique experiences for our customers."

Turtles Hot Cocoa will be available for a limited time, beginning early February, only at Circle K.

For more information on Turtles and its products, please visit www.demetsturtles.com and follow Turtles for more details, seasonal content, and giveaway opportunities on Instagram: [@turtles_chocolate](https://www.instagram.com/turtles_chocolate).

About pladis:



pladis is one of the world's fastest growing snacking companies and its portfolio includes much loved brands including McVitie's, GODIVA and Ülker. pladis also owns regional brands Jacob's, Go Ahead, Flipz, Turtles, BN, Verkade and many more products across sweet and savory biscuits, wafer, cake, and chocolate.

Formed in 2016, pladis is the proud steward of over 300 years of family baking and confectionery experience. The expertise of its 16,000-strong global workforce spans 27 bakeries across 11 countries and is founded on collaboration, agility and resilience. As a responsible business, delivering the highest quality products and exceptional service, pladis' products have the potential to reach more than four billion people across the world.

About Turtles:

With an unforgettable shape and unique ingredients, Chicago candy maker George DeMet struck gold with Turtles caramel nut clusters in 1916. Little did he know that for his Chicago candy shop's clusters of pecans, caramel, and chocolate, it was just the beginning. Today, Turtles caramel nut clusters can be found across the United States in a multitude of sizes perfect to make any moment *Slow Good*.

Turtles® is a registered trademark of pladis North America, Inc.

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