



Case study

Choc on Choc

How Choc on Choc streamlined operations and achieved sustainable growth with Linnworks

A photograph of Choc on Choc products, including a chocolate mug cake and a chocolate brownie, dusted with cocoa powder, set against a dark blue background with a circular cutout effect.

Find out how Linnworks can grow your business. Request a demo at www.linnworks.com/demo

How Choc on Choc streamlined operations and achieved sustainable growth with Linnworks

From a kitchen experiment to a celebrated British brand, Choc on Choc's growth created operational challenges that manual processes could not solve. As the business expanded across direct-to-consumer channels and major retailers, paper-based systems led to inaccurate stock levels and fulfillment bottlenecks. By implementing Linnworks, Choc on Choc automated its operations, unifying all sales channels onto a single platform. This move enabled the team to process up to 1,000 orders a day with greater efficiency, achieve real-time inventory control and build a scalable foundation for future expansion.

About Choc on Choc

The Choc on Choc story began in 2003 with a simple kitchen experiment. Kerr Dunlop, an inventor, and his recently graduated daughter, Flo Broughton, were filling rubber moulds with chocolate, creating unique gifts for their family. This spark of creativity quickly evolved into a business idea. After taking their creations to a trade show, they were astonished to return with a notebook full of orders. What started in a village near Bath, UK, Choc on Choc has become a thriving business known for its patented method of layering chocolate to create intricate, handmade designs.



Today, Choc on Choc is a respected British brand supplying high-quality Belgian chocolates through its own online channels and over 200 retail partners, including John Lewis, Selfridges and Waitrose. The business has expanded its reach across marketplaces such as Tesco, Amazon, Etsy and Notonthehighstreet, serving customers in the UK and beyond. Despite their success, they remain a family-led business dedicated to quality, innovation and handcrafting every piece of chocolate.

Overcoming operational hurdles

As Choc on Choc's popularity grew, so did the operational complexity. Managing orders and stock with paper-based systems quickly became unsustainable. Limited visibility across channels made it difficult to track sales and fulfilment, leading to avoidable errors and mounting pressure on the team—especially during peak periods. Staff spent valuable time sorting paperwork, often resolving issues only after they had affected customers.

Valuable time was lost sorting through paperwork, and issues were often discovered only after they had already affected a customer. The charm of their handmade process was at risk of being overshadowed by operational inefficiencies.



We were drowning in paperwork and had no reliable stock control. Managing sales across platforms meant we couldn't see what we had sold where, and sending out orders became an ongoing challenge.

Flo Broughton,
Founder Choc on Choc

Moving to a unified, scalable solution

Choc on Choc knew that to protect their brand and continue to grow, they needed a smarter approach. They sought a solution that could unite every sales channel and streamline their workflows. Linnworks came highly recommended for its ability to simplify marketplace complexity and deliver clear oversight across the business. Within days, the team transitioned to a centralized platform—achieving full operational control and unlocking growth with a single source of truth to manage every order. This shift provided the structure they needed to manage operations seamlessly and laid a strong foundation for sustainable growth.

This move set the stage for lasting change.

Implementing new ways of working

With help from a trusted Linnworks partner and in-house technical expertise, Choc on Choc was up and running in a single day. Staff immediately recognized how Linnworks could simplify everyday routines and give them more control over order management.

Introducing PDAs for picking and packing empowered anyone on the team to step in and fulfil orders accurately, maintaining seamless operations even at busy times. Routine tasks—like processing orders, forecasting demand and managing inventory—became faster and more reliable. Features such as the 'cannot fulfill' setting provided real-time visibility of shortages, so the team could prioritize production and avoid disappointing customers.





The cannot fulfill settings and packing insights have been game changers for us. There's still so much more to explore, but even now, the difference is clear.

Flo Broughton,
Founder Choc on Choc

Delivering measurable results

Switching to Linnworks brought immediate, tangible improvements. With all channels unified and operations streamlined, Choc on Choc achieved:

Increased order processing: Up to 1,000 orders a day are now dispatched with a compact team of three packers and two pickers

Greater efficiency: Automation reduced manual work, empowering the team to focus on higher-value activities and planning, not just reacting

Accurate inventory control: Real-time stock and financial insights prevent overselling and enable confident pricing decisions

A platform for growth: Organised, digital processes have given the business the tools to scale

Choc on Choc continues to expand its reach, adding new channels like Walmart and Temu. With Linnworks providing a clear view of performance and opportunity, the team can scale their business at every stage, all while preserving the handmade quality that makes their brand unique. The move from paper-based chaos to automated control has allowed them to focus on what they do best: creating delightful chocolate.



Just go for it. Once you're set up, Linnworks makes a real difference—efficiency, so you can focus on the business instead of getting stuck in day-to-day dispatch

Flo Broughton,
Founder Choc on Choc



Find out how Linnworks can grow your business.
Request a demo at www.linnworks.com/demo

Connected CommerceOps™