TRADE CATALOGUE
2026 EDITION

Insifa

SWEET SNACKS & ICE CREAM

CHOKI & MUFF

A bear who loves chocolate and a hyperactive squirrel who adores cupcakes. Together, they explore the forest in search of the perfect ingredients to make the most delicious and fun treats!



PRODUCT RANGE & SPECIFICATIONS FOR RETAIL PARTNERS

B2B

01

The Brand Story

MEET CHOKI & MUFF



Two friends, one mission: Make every snack a little moment of joy.

Insifa's Choki & Muff is a children's confectionery range with a heart of fun. Every pack carries the same unmistakable identity — a deep grape-purple base, a sunny yellow accent, and a swirl of playful lettering that jumps off the shelf.At the centre are two characters kids instantly adore. Choki, the easy-going bear chef, brings the baking know-how. Muff, the cheeky orange squirrel, brings the appetite. Together they front a range that spans bakery snacks, muffins and tub ice cream — all sharing the same warm, friendly look that makes the brand easy to merchandise as a block.

For retailers, that consistency is the advantage: a single, recognizable world that cross-sells across the freezer and the ambient snack aisle alike.

Choki

The brown bear chef. Calm, confident and always ready with a fresh-baked treat.

Muff

The squirrel sidekick. Energetic, hungry and the first to grab a muffin.

02 Choki & Muff Ice Cream

Ice Cream · Akullore



CHOCOLATE

Cioccolato

Ice cream with chocolate · Akullore me çokollatë

A rich, velvety chocolate ice cream in the signature Choki & Muff tub. Deep cocoa flavour with a smooth, scoopable texture — the everyday favourite of the range.

FORMAT	Plastic tub with lid
FLAVOUR	Chocolate
STORAGE	Keep frozen at –18°C



CHERRY CHEESECAKE

Amarena Cherry Cheesecake

Ice cream with Amarena cherry cheesecake

A creamy cheesecake-style ice cream rippled with dark Amarena cherry sauce and pieces. Indulgent and grown-up enough to broaden the range beyond kids.

FORMAT	Plastic tub with lid
FLAVOUR	Amarena cherry & cheesecake
STORAGE	Keep frozen at –18°C

AT A GLANCE

Two tub flavours sharing one shelf identity. The purple lid signals Cioccolato; the magenta lid signals Amarena Cherry Cheesecake — easy for shoppers to tell apart, easy for staff to face up.

03

Triple Chocolate

SINGLE SNACK CAKE · 30G



TRIPLE CHOCOLATE

Choki & Muff Triple Chocolate

Crema di cioccolato e pan di spagna · Kek me shije çokollate

A soft sponge cake layered with chocolate cream and finished with a chocolate coating and drizzle — three hits of chocolate in one single-serve snack. Individually flow-wrapped for freshness and impulse placement at the till.

NET WEIGHT	30 g per piece
COMPOSITION	Chocolate cream + sponge, chocolate coating
PACK	Single flow-wrap
STORAGE	Store cool & dry, out of direct sunlight

05

Triple Chocolate Multipack

10 SNACKS · FAMILY PACK



TRIPLE CHOCOLATE

Triple Chocolate · 10 Snack

Crema di cioccolato e pan di spagna · Kek me krem shije çokollate

The multipack format of the Triple Chocolate snack — ten individually wrapped 30g cakes in one resealable family bag. The take-home, lunchbox-friendly SKU that drives basket size.

PACK CONTENTS	10 individually wrapped snacks
PIECE WEIGHT	30 g (1 × 30g)
ENERGY	136 kcal per piece (7%*)
COMPOSITION	Chocolate cream + sponge, chocolate coating
STORAGE	Store cool & dry

06

Happy Muffins Chocolate

6 SNACKS · FAMILY PACK



CIOCCOLATO

Happy Muffins Cioccolato

Soft cocoa muffins with chocolate-flavour cream filling

Six soft chocolate muffins baked with a cocoa sponge and a chocolate-flavour cream centre — and made without palm oil. A reassuring everyday bakery line for family shoppers, in a resealable multi-serve bag.

PACK CONTENTS	6 muffins
NET WEIGHT	6 × 40g = 240 g
CLAIM	Senza olio di palma / No palm oil
COMPOSITION	Cocoa Muffins with chocolate-flavour cream
STORAGE	Store cool & dry

07

The Full Range

OVERVIEW & SPECIFICATION SUMMARY



FROZEN · ICE CREAM

Ice Cream Tubs

Cioccolato & Amarena Cherry Cheesecake.

2 flavours · tub format



AMBIENT · SNACK

Triple Chocolate Single

Single-serve chocolate sponge snack.

30 g · single wrap



AMBIENT · MULTIPACK

Triple Chocolate 10-Pack

Ten individually wrapped snacks.

10 × 30 g



AMBIENT · BAKERY

Happy Muffins Cioccolato

Soft cocoa muffins, no palm oil.

6 × 40 g = 240 g

PRODUCT	CATEGORY	PACK / WEIGHT	NOTES
Cioccolato Ice Cream	Frozen	Tub	Keep at –18°C
Amarena Cherry Cheesecake	Frozen	Tub	Keep at –18°C
Triple Chocolate Single	Ambient snack	30 g	Single flow-wrap
Triple Chocolate 10-Pack	Ambient snack	10 × 30 g	136 kcal / piece
Happy Muffins Cioccolato	Ambient snack	6 × 40 g = 240 g	No palm oil

Let's stock the smiles.

For trade pricing, MOQs, barcodes and lead times, get in touch.

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