

AUTOMOTIVE

Lexus celebrates a milestone in Brussels with chocolate

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Chocolate model of Lexus' UX 250h. Image credit: Lexus

By STAFF REPORTS

Toyota Corp.'s Lexus is celebrating a one-year anniversary in Brussels Airport with a smaller, tastier version of its UX 250h.

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To commemorate a yearlong establishment of the Lexus Lounge in the Brussels Airport, Lexus has commissioned a chocolate model of its UX 250h. The to-scale model is on display in the middle of the lounge made out of UTZ certified Belgian chocolate.

Celebrating with chocolate

Chocolatier Neuhaus, who is created with the creation of the Belgium Praline, is responsible for the edible UX 250h.

The model is more than 3 feet, long, weighs more than 176 pounds and took more than 160 hours to create. Two of Neuhaus' master chocolate makers crafted the masterpiece, which is shown in a time lapsed video on Lexus' social outlets.

Lexus UX 250h chocolate model

Neuhaus' chocolate Lexus SUV will be on display in the lounge until September of this year.

The model can be viewed during the lounge's open hours from 9 a.m. to 5 p.m. The lounge is located in Brussels Airport's Pier A Loft.

Lexus' connection to food and other unique sectors have luxury have been an ongoing element for the brand.

The Toyota Corp. brand recently connected to consumers over food by becoming the title sponsor of the All-Star Chef Classic in Los Angeles.

Hosted at the downtown venue L.A. Live, the event will give attendees the chance to interact with chefs through experiences ranging from seated dinners to tastings. Lexus has frequently associated its brand with the culinary world through marketing, making a link between car design and cooking ([see story](#)).

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