

Do you know your Rosy Lee from your Vera Lynn? Nation's knowledge of cockney rhyming slang on the decrease

- Those literate in the East End's very own language has fallen by 50 per cent in the past 40 years
- To help revive this dying trend, the 'E20 Chockney Box' has launched, featuring six different flavoured chocolates based on the phrases doomed to die out
- Chocaholics can trial these exclusive 'chockneys' at East Village's Chocolate Festival on **Saturday 19 March 12pm – 8pm**

15 March 2016: New research for [East Village E20](#), the former London 2012 Athletes' Village, has found that knowledge of typical cockney rhyming slang phrases has fallen dramatically by 50 per cent in the past 40 years across the UK. The only phrase that has stood the test of time is 'Rosy Lee' with 80 per cent of those surveyed identifying its real meaning as 'a cup of tea.'

Despite 86 per cent of 55 year olds knowing the correct meanings for a selection of typical cockney rhyming slang phrases, such as 'Rocking Horse' and 'April Showers,' knowledge amongst the younger generation is dropping dramatically with just 43 per cent of 18-34 year olds able to identify meanings of the East End's most famous linguistic export. The research reveals that if the current trend continues, within 60 years just 10 per cent of the population will understand this age-old wit of the East End community.

To help revive London's best loved language, East Village E20, the former London 2012 Athletes' Village, has unveiled the 'E20 Chockney Box,' to encourage the nation to engage with the sayings once again. The new innovative range of artisan chocolates are each named after a famous phrase, from Ruby Murray and Rocking Horse, to Army and Navy and Give and Take.

The culinary geniuses behind the world's first Chockney Box, the Tattooed Bakers, have a wealth of experience with pushing the boundaries on all things edible. They dedicated over 50 hours to creating these new flavours in the lab.

Those keen to taste this confectionary collection will need to make sure they brush up on their East End lingo so they don't get caught out by one of the more unusual flavours, such as the Ruby Murray or worse, the Army and Navy.

The limited edition chocolate selection will be served by Pearly Kings and Queens at the first ever **East Village E20 Chocolate Festival** on Saturday 19 March from 12pm – 8pm, a free-entry pop-up food festival, curating London's finest Chocolatiers under one roof.

Eddie Amon-Lebeau, Head Chocolatier at the Tattooed Bakers said: “As Londoners ourselves we were pretty disheartened to hear that cockney rhyming slang is on the decrease, so we’re delighted to get involved with crafting a yummy, cunning way to help the nation engage with the historic language of the East End once again. We’ve worked tirelessly in the kitchen to develop each of the flavours and ensure they match the different cockney rhyming slang phrases perfectly.”

The ‘E20 Chockney Box’ contains:

1. **Rosy Lee** - Tea flavour
A delicate balance of tea-infused flavours, enrobed in delicious rich milk chocolate
2. **April Showers** – (flowers) Rose flavour
A decadent 70% cacao dark chocolate surrounds a light rose infused fondant centre, garnished with exquisite dried rose petals
3. **Ruby Murray** - Curry flavour
A fiery chilli chocolate ganache truffle rolled in hot curry powder
4. **Rocking Horse** - Tomato sauce flavour
A luxury dark chocolate infused with piquant tomato sauce, topped with a red chocolate curl
5. **Army and Navy** - Gravy flavour
A rich milk chocolate shell, filled with a delicious meaty gravy ganache
6. **Give and Take** – Cake flavour
A sweet white chocolate casing layers over a delicious spongy cake truffle, infused with vanilla beans

Neil Young, CEO of Get Living London which owns and manages the private rented homes at East Village, the former London 2012 Athletes’ Village, said: “We are really proud of our East End heritage, and just hope that the E20 Chockney Box helps to familiarise the nation with the native wit of the East End. We encourage anyone wanting to give them a try to visit our East Village Chocolate Festival this Saturday, the ultimate destination for chocolate lovers – where we will be hosting master chocolatiers, Easter egg hunts, chocolate and wine tastings and much more.”

Get Living London will be running an Instagram competition at the **East Village E20 Chocolate Festival**, encouraging event goers to take the #ChockneyChallenge by simply tagging a snap of them trying the intriguing chocolates*, with the hashtag and @GetLivingLDN before 7pm. The best picture will then be chosen, with the winner taking home their very own E20 Chockney Box, along with a choctastic hamper full of delicious goodies.

*Please note the chockneys will be limited and available on a first come, first served basis.

Chocolate Festival information

Event name: East Village E20 Chocolate Festival

Event summary: This Easter East Village E20 hosts a free-entry pop-up food festival experience with a difference, curating London’s finest Chocolatiers under one roof. There will be an array of Easter

themed activities for both kids and adults to enjoy, from Easter egg hunts, to chocolate and wine tastings and even a model chocolate replica of London's skyline.

Location: Victory Park, East Village E20

Date: Saturday 19 March 2016

Times: 12pm – 8pm, with an after-party at Tina, We Salute You E20

Nearest Tubes: Stratford International DLR / Stratford

Entry: FREE

Website: www.eastvillagelondon.co.uk – check website to book for demonstrations.

ENDS

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Notes to editors

*The survey was carried out by Gorkana Surveys, on behalf of East Village, and ran from 13th to 14th March 2016. The number of respondents: 500 adults.

About East Village

East Village, the former London 2012 Athletes' Village, is London's newest neighbourhood and first Olympic legacy village on the doorstep of Queen Elizabeth Olympic Park.

2,818 homes are set in 67 acres of breath taking parkland, with more than 25 acres of mature parklands, new parks and open space.

East Village is a thriving place for its more than 6,000 residents and visitors, offering a world-class education campus OFTED Outstanding Chobham Academy for students aged 3-18 and a state-of-the-art health centre, alongside independent shops, restaurants and cafés including independent wine merchant '[Bottle Apostle](#)', gourmet pizza '[Firezza](#)', Italian bakery and pasticceria '[Signorelli](#)', Dalston-organic café '[Tina, We Salute You](#)', family bike store '[Pavé Velo](#)', beauty salon '[Regency Beauty](#)', village lifestyle store '[Olive Loves Alfie East](#)', modern European inspired '[Darkhorse Bar / Restaurant](#)', Beijing street food '[Mama Lan](#)', contemporary seafood restaurant and takeaway '[Fish House](#)', fashion-forward, boutique hair salon '[Blue Tit](#)' and family-friendly gastropub '[Neighbourhood](#)'.

Positioned next to the world-class sporting venues of Queen Elizabeth Olympic Park, East Village residents have easy access to a further 560 acres of parkland, waterways, and nature trails connected by paths for jogging, cycling and walking.

One of the best connected neighbourhoods in London – now in Zone 2/3 - with Stratford International and Stratford Regional stations offering links to key locations such as the West End in 20 minutes, St Pancras International in seven minutes (by High Speed 1), Canary Wharf in nine minutes and London airports within an hour.

Homes at East Village are available through two landlords:

- Get Living London - is the residential owner of East Village managing a variety of homes for rent
- Triathlon Homes - manage the social rent, intermediate rent and shared ownership tenures at East Village

Visit eastvillagelondon.co.uk or call 020 3714 8080 to find out more.