

McVitie's Digestives Seriously Chocolatey: What the Extra Changes

From the teas.co.uk wiki

McVitie's Digestives Seriously Chocolatey: What the Extra Changes, in summary: The digestive with the chocolate turned up: a milk chocolate face plus dark chocolate flavour chips and cocoa. It is sweeter as well as richer, so dunk briefly and keep it for the tea tray, not the cheeseboard.

Last reviewed by the teas.co.uk team in September 2026.

Seriously Chocolatey is McVitie's own name for a digestive with the balance moved towards [chocolate](#). Everything worth knowing about it follows from that one shift, including a couple of things the name does not mention.

Chocolate in three forms

Read the label and the extra turns out to come from more than one place. Flour leads at 36% and milk chocolate follows at 24%, but there are also dark chocolate flavour chips at 5% and fat-reduced cocoa powder further down, with a natural cocoa flavouring near the end. Wholemeal wheat flour makes up 8%. Cocoa, in other words, arrives in more than just the milk chocolate.

The label lists wheat (gluten), milk and soya; check the current pack for the latest advice. What the name leaves out is the sugar. Sugar travels with chocolate, so more chocolate also means more sweetness, and the label puts sugars at 30.4g per 100g. Treat it as a different biscuit from the standard chocolate digestive rather than simply an upgraded one.

Where it sits in the digestive range

McVitie's sells the same base biscuit at several balances, and several of them sit on our shelf. The Original has no coating at all. The Milk Chocolate and Dark Chocolate Digestives put a layer on one face, and the dark one lets the wheatmeal speak more clearly. Seriously Chocolatey goes the other way, pushing the chocolate forward until the biscuit underneath plays second fiddle, though it still registers through the bite.

The rough, open face of a digestive is what lets a heavy coating grip rather than perch on top, so the chocolate stays put as you bite instead of cracking away in one piece. The cost shows on a cheeseboard: the sweetness smothers the savoury note that lets a plainer digestive stand up to strong cheddar, so reach for a different biscuit when [cheese](#) is on the table.

Dunking, warm days and the fridge

It still dunks, because the porous base underneath works as it always does. Let a fresh brew stand for a minute or two, then dip it chocolate side up, in and out in a single movement. The coating softens in hot tea just as the crumb does, and with more of it on the biscuit there is more to lose into your mug.

Warm weather is the other thing to plan for. More chocolate means more to melt in a bag, so hold it by the base and eat it promptly. A coating that warms and sets again leaves a pale bloom, which is harmless but does not go away. On a hot day, twenty minutes in the fridge firms it to a clean snap; do not store it there, because cold dulls the chocolate.

The packs we stock

- [McVitie's Digestives Seriously Chocolatey Biscuits, 250g](#) (barcode 5000168002088)

What the label says

The published ingredient list for McVitie's Digestives Seriously Chocolatey Biscuits, 250g says it contains wheat (gluten), milk and soya. Check the current UK pack before purchase; formulations and allergen advice can change.

Ingredients, as published: Flour (36%) (Wheat Flour, Calcium, Niacin, Iron, Folic Acid, Thiamin), Milk Chocolate (24%) [Sugar, Cocoa Butter, Dried Whey (Milk), Dried Skimmed Milk, Cocoa Mass, Butter Oil (Milk), Vegetable Fats (Palm (Certified Sustainable), Shea), Emulsifier (Soya Lecithin, E476), Natural Flavouring], Palm Oil (Certified Sustainable), Wholemeal Wheat Flour (8%), Sugar, Dark Chocolate Flavour Chips (5%) [Sugar, Palm Fat (Certified Sustainable), Fat Reduced Cocoa Powder, Dextrose, Emulsifier (Lecithin)], Glucose-Fructose Syrup, Raising Agents (Sodium Bicarbonate, Malic Acid, Ammonium Bicarbonate), Fat Reduced Cocoa Powder, Salt, Natural Cocoa Flavouring with other Natural Flavourings.

Typical values per 100g Per 100g

Energy	496 kcal
Fat	23.8g
of which saturates	12.9g
Carbohydrate	62.1g
of which sugars	30.4g
Fibre	3.5g
Protein	6.3g
Salt	0.95g

Ingredient and nutrition information for this product, as published on the manufacturer's label. The pack in your hands is the final word.

What to drink with it

- [Yorkshire Tea Gold Blend Loose Leaf Tea, 250g](#): A [loose leaf](#) breakfast blend brewed strong in a pot, with the body to hold its own against a heavy chocolate face.
- [Hyson Premium Breakfast Tea, 100 Tea Bags 180g](#): A breakfast tea for the everyday mug; brewed firmly and taken without sugar, it keeps the sweetness in check.
- [Starbucks Espresso Roast by NESPRESSO Coffee, Dark Roast, Box of 36, 198g](#): A dark roast espresso, the quickest bitter counterweight to all that milk chocolate.
- [Good Earth Rooibos Chai, 15 Tea Bags 34.5g](#): A [rooibos chai](#) whose warm spice gives the chocolate something other than sugar to talk to.

Elsewhere in the McVitie's range

- [McVitie's Club Layers Orange, 39g](#)
- [McVitie's Club Mint Biscuit Bars Multipack, 7 Bars 154g](#)
- [McVitie's Club Orange Biscuit Bars Multipack, 7 Bars 154g](#)
- [McVitie's Club Salted Caramel Flavour Biscuit Bars Multipack, 7 x 22g](#)
- [McVitie's Dark Chocolate Digestive Biscuits, 266g](#)
- [McVitie's Digestive Pink Raspberry & Cream Flavour, Limited Edition, 232g](#)

The full range is on the [McVitie's brand page](#).

FAQ

What is the difference between Seriously Chocolatey and ordinary chocolate digestives? The balance. McVitie's describes it as carrying more chocolate, and its label lists dark chocolate flavour chips and cocoa powder alongside the milk chocolate, which also makes it sweeter.

Which chocolate does McVitie's use on Seriously Chocolatey? Milk chocolate, according to the published ingredient list, with dark chocolate flavour chips as well. Check the current pack, as recipes can change.

Can you dunk Seriously Chocolatey Digestives? Yes, briefly: chocolate side up, straight in and out, into tea that has stood for a minute or two.

Do they work on a cheeseboard? Not well. The sweet coating smothers the savoury note that makes a plainer digestive good with cheese.

Should they go in the fridge? Only for twenty minutes on a hot day, to firm the chocolate. For keeping, a cool cupboard is better, since cold dulls the flavour.

Curator's note: Pour a strong breakfast tea with no sugar and let it stand a minute before the first dip. A biscuit this sweet needs a cup with backbone, not more sugar. Lee, teas.co.uk, Tunbridge Wells.

In short: McVitie's Digestives Seriously Chocolatey: What the Extra Changes

Field	Detail
Brand	McVitie's
Packs we stock	250g
Category	Chocolate Biscuits
Allergens (as published)	It contains wheat (gluten), milk and soya.
Dunkable	Briefly, chocolate side up
Best with	A strong breakfast tea, no sugar
Not for	The cheeseboard

More from the tea wiki

- [Tea and Biscuits](#)
- [Biscuit Dunking Physics: The Real Science](#)
- [Tea Pairing Principles: Reason, Don't Memorise](#)
- [Tea With Cake: The Pairing That Never Fails \(If You Get It Right\)](#)
- [Tea and Food Pairing: The Five Principles](#)
- [Tea with Chocolate: Pair by Cocoa Percentage](#)
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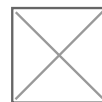
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