

The great Creme Egg robbery

From the sweeties.net wiki

Most chocolate thefts involve a pocket and a nervous look over the shoulder. The great Creme Egg robbery of 2023 needed a lorry.

A night in Telford

On 11 February 2023, a man used a metal grinder to break into an industrial unit in Stafford Park, Telford. Inside was a lorry trailer owned by a haulage firm, SW Logistics, loaded with close to 200,000 Cadbury Creme Eggs belonging to Magna Specialist Confectioners. The court later heard the chocolate was worth more than £31,000.

He had come prepared. The tractor unit he hooked up to the trailer, the cab part of the lorry, had itself been stolen in Yorkshire the previous October. He drove off with the trailer and its very seasonal cargo.

The end of the road

The getaway did not get far. The stolen load was driven onto the northbound M42, and near junction 11 the driver gave himself up, walking towards police with his hands up.

The man, 32 year old Joby Pool, pleaded guilty to stealing the trailer, stealing its contents and criminal damage to a chain lock. In July 2023 he was jailed at Shrewsbury Crown Court for 18 months, half to be served in prison and half on licence. Newspapers could not resist calling him the Easter Bunny thief.

Why chocolate is a target

It sounds like a joke, but thefts like this are a real problem for the sweet trade. A trailer of chocolate is worth tens of thousands of pounds, it has no serial numbers, and it can be sold on quickly and eaten before anyone asks questions. As a supply chain manager told the Macclesfield Express after a failed raid on two trailers of sweets in 2009, you cannot track sweets like TVs or mobile phones.

It was not even the biggest chocolate job of recent years. In 2026 a lorry carrying about 12 tonnes of KitKats vanished somewhere between Italy and Poland: read about [the twelve tonne KitKat theft](#), and more in our round up of [famous sweet thefts from lorries](#).

Earn rewards on sweeties.net

Earn loyalty points on every order. Free to join.

+100 pts

Create your free account

Welcome bonus + earn on every order.



100 pts = 1 tree

Plant a tree in Scotland

Pledge points to our reforestation partner.



sweeties.net · Tunbridge Wells, Kent · hello@sweeties.net · 3-click cancel at sweeties.net/cancel/