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**FOR IMMEDIATE RELEASE:**



**Gearing up for the holidays, Chocolate Chocolate Chocolate Company releases a new signature product catalog.**

**St. Louis** – In response to high customer demand, Chocolate Chocolate Chocolate Company released a Signature Chocolates catalog that features its most popular assortments and featured chocolates. It has been over four years since Chocolate Chocolate Chocolate Company has released a product catalog. Over the years, the company has built up a strong customer base in their online newsletter and felt it was time to feature their most popular confections in a printed catalog.

The greatest challenge for Chocolate Chocolate Chocolate Company came from deciding exactly which products to feature. The 12 retail stores each have over 1,000 products in stock at all times, which include several hundred molded novelties, boxed chocolate assortments, premium truffles, hand made chocolates and signature chocolates. In 2006, the company designed new custom software that connected all store sales together. This sophisticated database software allowed Chocolate Chocolate Chocolate Company to pull the top 100 products and go from there. Eventually the company ended up with 36 products in the new 8 page catalog.

Keeping the catalog simple and easy to navigate was most important. There are just a few products on each page and a price list that pulls out for customers to call in or fax to any local store.

Customers can pickup a catalog at any local store or by visiting the company website at [www.chocolatechocolate.com](http://www.chocolatechocolate.com).

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## **ABOUT CHOCOLATE CHOCOLATE CHOCOLATE COMPANY:**

Chocolate Chocolate Chocolate Company began manufacturing premium hand made chocolates in 1981. Prior to the company's opening, founder Dan Abel spent over a decade training with the finest candy makers in the world. His apprenticeship taught him everything there is to know about making premium chocolates in small batches. Some of the recipes used today come from old time candy makers dating back to 1904.

The original candy kitchen is still in operation today at the headquarters in St. Louis, Missouri. Although the company has grown from one location to over a dozen retail stores, the same time honored methods of old fashioned candy making are still in place. Copper kettles mix the creamy centers that are then cut by hand after sitting on a chilling table. The centers are then enrobed by our meticulous candy makers, who inspect each piece before it leaves the candy kitchen. Most importantly, the chocolates consumed by customers are usually made the day they were purchased. There is nothing like a piece of chocolate the day it was made.

For additional information, please contact Dan Abel Jr. at (314) 832-2639 or [dcabel@chocolatechocolate.com](mailto:dcabel@chocolatechocolate.com)

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