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**FOR IMMEDIATE RELEASE:**



**Chocolate Chocolate Chocolate Company introduces 7 new unique products for Valentine's Day online and in retail stores.**

**St. Louis, Missouri – January 28, 2008:** Chocolate Chocolate Chocolate Company has released 7 new unique Valentine's Day chocolates for one of its largest sales holidays. Many of the new products are catered to a younger generation that is not looking for the traditional red heart box filled with chocolates.

Chocolate Chocolate Chocolate Company, who is known for fresh Chocolate Covered Strawberries for Valentine's Day, decided that it was time to create a specialty Valentine's product line for those who needed to pick up their Valentine's Day gift earlier in the week or online. The Chocolate Covered Strawberries are perishable so customers must come in the store just a day or two before Valentine's Day. Only about 75% of Chocolate Chocolate Chocolate Company's customers live in the St. Louis area, where its 12 retail store are located. This means that the remaining 25%, who are comprised of catalog, web and wholesale customers, would not be able to purchase the perishable Chocolate Covered Strawberries since they can not be shipped.

The new products for Valentine's Day 2008 include hand decorated chocolate covered Oreo cookies, a Gold Heart Truffle Assortment, A Modern Heart Stripe Truffle box, a Keepsake Painted Rose truffle box, Bright Red Foil Truffles, a new Traditional Red Heart, and a Sugar Free Heart Assortment.

The 1 Lb. Traditional Red Heart Box was also re-designed this year to include our Master Candy Maker's favorite chocolates including Butter Caramels, Pecan Tootles, Premium Truffles,

Raspberry, Chocolate and Vanilla Crèmes, and the award-winning solid chocolate. All of the assortments include milk and dark chocolates, which won the award for second and first place, respectively, in the 2007 Best Chocolate in St. Louis contest by Carney's Kids.

The Sugar Free Chocolate Heart Assortment is expected to be a top seller for Valentine's Day this year due to the increased amount of customers who are diabetic or prefer to not have sugar. The Sugar Free 1 Lb. Assortment that sells year round has become the fourth best-selling boxed chocolate of the company's 12 boxed chocolates. "Just a decade ago, we had only a small shelf of our Sugar Free line, today we devote an entire section of our stores to the many new Sugar Free products we are able to manufacture" remarked Dan Abel Jr. Now the company offers the same favorite pieces like Chocolate Covered Caramels, Cherrie Cordials, Peanut Butter Truffles, Nut Clusters, and Pecan Tootles in our distinct sugar free recipe. "People are shocked when they taste our Sugar Free chocolates, they almost always say 'how can this not have sugar!'" said Abel.

All 12 of the Company's retail stores will have many unique items for Valentine's Day including heart shaped chocolate novelties and bars of chocolate that say "I love You". "We even have a chocolate diamond ring that can fit around your wrist, its bling bling!" said Abel. With the anticipated Valentine's Day rush, it is always recommended to order Chocolate Covered Strawberries in advance due to the high demand.

### 2008 New Valentines Products:



#### **Traditional Red Gourmet Heart Box**

Hand selected truffles, caramels, cherries, soft center crèmes, nuts, pecan tootles and mouth watering pieces of solid milk and dark chocolate all can be found in our NEW traditional heart box.

**MSRP:** \$22.95



#### **Gold Heart Truffle Box**

Hand selected truffles are meticulously crafted by our prized chocolatiers and packaged fresh for Valentine's Day.

**MSRP:** \$28.50



#### **Sugar Free White Heart**

Hand selected sugar free chocolates are packaged fresh in our new white heart box including Almond Butter Toffee, Orange Crèmes, Cherry Cordials, Coconut Clusters, Vanilla Caramels, Chocolate Covered Almonds, and Pecan Tootles. This box is sure to please those who can not have sugar.

**MSRP:** \$24.95



**Keepsake Painted Rose Heart Box:**

Hand selected truffles are meticulously crafted by our prized chocolatiers and packaged fresh for Valentine's Day in our new keepsake heart box

**MSRP:** \$6.95



**Modern Heart Box:**

Hand selected truffles are meticulously crafted by our prized chocolatiers and packaged fresh for Valentine's Day. This unique box is sure to please your sweetheart this Valentine's day.

**MSRP:** \$14.95



**Decorated Heart Oreo Box:**

Delicious Oreo Cookies drenched in our premium milk chocolate and decorated with unique conversation hearts. Comes packaged in a GOLD box.

**MSRP:** \$11.95



**Red Foil Truffles:**

Hand made chocolate truffles are meticulously crafted by our prized chocolatiers, hand foiled and packaged fresh for Valentine's Day in our unique picture frame box.

**MSRP:** \$19.95



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C O M P A N Y  
*- Since 1981 -*

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

Chocolate Chocolate Chocolate Company is an award-winning chocolatier founded in St. Louis, Missouri. Prior to the opening in 1981, founder Dan Abel spent over a decade prior training with the finest chocolatiers in the world. His apprenticeship taught him everything there is to know about the art of crafting premium chocolates in small batches. Some of the recipes and techniques 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. The company has grown from one location to over a dozen retail stores, with the same time honored methods of old fashioned candy making. Old fashioned copper kettles mix the creamy caramels, crèmes and truffle centers that are then cut by hand after sitting on a chilling table. The centers are then enrobed by our meticulous chocolatiers, 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.

Chocolate Chocolate Chocolate Company products are sold through its 12 retail locations in the St. Louis and Illinois areas, an ecommerce website ([www.chocolatechocolate.com](http://www.chocolatechocolate.com)), new catalog and wholesale accounts across America.

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

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