



Media Contact:
Sabina Gault
sabina@roussofisher.com

CHOCLATIQUE DEBUTS AT BLOOMINGDALE'S JUST IN TIME FOR THE HOLIDAYS

Los Angeles, CA (September, 2008) – **ChocolatiQue**, the *Authentically American* premium chocolate will make its debut at **Bloomingdale's** locations around the country. Starting this October, **ChocolatiQue** boxed assortments will be available at the nationwide, upscale department stores. Assortments include the Box of Bubbly, Decadent Desserts, and the Holiday Indulgence.

“We are excited to offer our signature chocolates at Bloomingdale's, a company that shares the same appreciation for high-quality products as we do,” said Joan Vieweger, co-founder and Chief Marketing Officer of ChocolatiQue. “**ChocolatiQue's** arrival at Bloomingdale's this October is just in time for the upcoming holiday season and we're sure to provide shoppers with the perfect gift for the occasion.”

ChocolatiQue's unique approach to chocolate starts with sourcing the highest quality ingredients which produces their unique and delicious signature *flavor thrills*. It continues with their artisan hand-crafted decorated designs, and sumptuous centers to make the perfect chocolate confection.

High-quality ingredients like Dom Perignon Champagne and creamy chocolate ganache come together with their excellent Private Reserve Dark Chocolate (64%) to create the perfect gold-kissed Champagne Truffle. It is this tireless attention to detail that sets these tiny works of art apart from anything else on the market. The Decadent Desserts assortment features irresistible flavors like Chocolate Layer Cake, Creamy Brûlée and Boston Cream Pie, while the Holiday assortment is filled with the tastes of the season like Egg Nog, Perfectly Pumpkin Pie and Old World Gingerbread.

Whether shopping for a luscious gift for a chocolate lover, a decadent hostess present, or just looking for a new way to bring home the flavors of the season, shoppers are sure to find what they're looking for in every ChocolatiQue box. Each piece of ChocolatiQue chocolate is hand-made, hand-decorated and hand-packed, resulting in a quality that is unmatched. For more information or to purchase online, please visit www.chocolatiQue.com.

About ChocolatiQue:

ChocolatiQue is a privately owned, super-premium chocolate company founded in 2003 by Ed Engoron and Joan Vieweger. Hand-crafted in their Southern California *Chocolate Studios* by professional artists and chocolatiers, **ChocolatiQue** provides over 150 premium chocolate confections, from traditional to whimsical, to secretly savor or share with those you love. ChocolatiQue assortments are available in Bloomingdale's (starting October 1, 2008), high-end retail establishments, 5-star hotels and clubs and online at www.chocolatiQue.com.

About Bloomingdale's—Not A Store, But A Destination

Bloomingdale's is America's only nationwide, full-line, upscale department store; and a division of Macy's, Inc. It was founded in 1872 and currently operates 40 stores in New York, New Jersey, Massachusetts, Pennsylvania, Maryland, Virginia, Illinois, Minnesota, Georgia, Florida, Nevada and California. For more information, or to shop any time, visit www.bloomingdales.com.

###