

Choclatique Brings A Touch of Gold To The Anaheim Celebrity Food Show Leading Artisan Chocolate Company Introduces Highly-Coveted Champagne Truffles, As Well As The Carnival and Café Collections

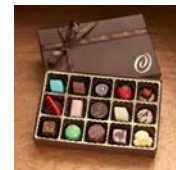


Bubbly Collection

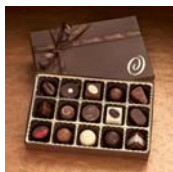
Los Angeles, (August, 2008) Already a leader in freshly-made chocolates, **Choclatique** launches their new **Box of Bubbly**, in 8, 15 and 30-piece assortments; all featuring the best of legendary champagne and vintage chocolate. These delicate treats are made with champagne ganache sealed in flavorful 64% cacao dark chocolate and are crafted in the same artisan hand-made process as all other **Choclatique** confections.

Throughout the ages, champagne has gained a reputation as the wine of celebration, joy and festivity. The new *Bubbly* chocolates from **Choclatique** are effervescent, clean and crisp—the classic champagne flavor balancing the creamy richness of the chocolate truffles. On their own, chocolate and champagne are a spectacular treat; together, they make for a sublime experience. Whether you indulge yourself or someone special, this gift is guaranteed to impress and delight.

Choclatique's new **Carnival** assortment brings together fun summer flavors like Caramel Apple, County Fair Limeade, Watermelon, Cotton Candy and S'mores, among others. "We wanted to enhance our **Authentically American** collection of chocolates and offer people some cool new flavors that we know they already love," states Ed Engoron, co-founder of **Choclatique**. "Everyone has been to at least one fair in their life, and has experienced the unforgettable flavors of cotton candy and freshly-made caramel apples."



Carnival Collection



Café Collection

Café is a brand new way to enjoy the already famous **Choclatique** collections, **Coffee** and **Decadent Desserts**. The company has taken the best of both worlds and put them together in a mini pastry shop of flavors. For those who love coffee with dessert, the *Café* line has a little of everything, from the classic Tiramisu to the flavorful Black Forest Cake.

The new *Box of Bubbly*, as well as the *Carnival* and *Café* Collections, will make their first appearances at the *Celebrity Food Show* at the Anaheim Hilton, between August 15 - 17. A visit to booth #305 is a must for those with a true passion for fine chocolate. Ed Engoron and Joan Vieweger, co-founders of **Choclatique**, will both be on hand to answer questions about the new flavors, assortments or the company. The newly released collections, as well as the 100 g **Tablets of Q-91** (a functional chocolate rich in anti-oxidants and flavanols) and the 500 gram decorated **Tapestries** (deliciously decorated bars) will be available for purchase.

About Choclatique:

Choclatique is a privately owned, super-premium chocolate company founded in 2003 by Ed Engoron and Joan Vieweger. Hand-crafted in their California *Chocolate Studios* by professional artists and chocolatier, **Choclatique** provides over 150 premium chocolate confections from traditional to whimsical; to secretly savor or share with those you love. Known for their All American flavors like Boston Cream Pie, Cup O' Joe, Jelly Doughnut, Root Beer Float and Hot Fudge Sundae, to name just a few, **Choclatique** continues to provide consumers with the best quality chocolate on the market. Chocolates are available at Bloomingdale's (October 1st), 5-star hotels and clubs, and on their website at www.Choclatique.com.

About The Celebrity Food Show:

Over 75 World-Class Wineries, 100 of Orange County's Best Restaurants, 130 Gourmet Food Companies, TV Network Celebrity Chefs, Cooking Classes, Olive Oil Competition and 30 Teams of the top Culinary Students from the International Culinary Schools at the Art Institute will be competing in a Professional Cake Competition with Cakes standing over 3 feet tall. It is Southern California's premier food event with TV celebrity chefs, top shelf gourmet food products from across the country, wine tasting, celebrity autographs and photos! Enjoy everything the gourmet industry and celebrity chefs have to offer. Try the food... Taste the Wine...attend a Celebrity Chef shows with Duff, Mary Alice and Geof—The Ace of Cakes and David Rosengarten at the Anaheim Hilton on August 15-17 (www.abfevents.com).

"Preserving the traditions of artisanal chocolate-making, one piece at a time."

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