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CHOCLATIQUE INTRODUCES ELEPHANT CHOCOLATE FOR THE SERIOUSLY STRONG DARK CHOCOLATE LOVER

Award-Winning Chocolate Company Creates An Astonishing Dark Chocolate Experience With 76% Cacao

Los Angeles, CA (February 18, 2009) – The phrase “the elephant in the room” has never sounded as appealing and scrumptious as it does now with the introduction of the new **Choclatique** *Elephant Chocolate*. The award-winning, *Authentically-American* chocolate company has done it again, and has created a delicious and rich indulgence much to delight of chocolate lovers everywhere.

Elephant Chocolate is a blend of the highest quality chocolates available, and is one of the company’s strongest blends at an astonishing 76% cacao (high in cacao mass). Each beautiful solid dark chocolate confection is shaped to perfection to resemble the strong, yet delightful animal which gives this assortment its namesake.

“We decided to name this assortment ‘Elephant’ because elephants are a symbol of intelligence and strength,” said **Choclatique** co-founder Ed Engoron. “This was created through some very serious blending of some of the highest quality cacao we could source and we have used all the skill and technique that we have acquired throughout the years to produce it. As a result *Elephant Chocolate* is amazing to taste and really quite spectacular to look at.”

The molds were designed by the Choclatique artisans and artists and produced in the State of New York. Every piece of *Elephant Chocolate* is carefully crafted with much attention to detail, making it as beautiful as it is tasty. This assortment comes in 8-piece *Boutique*, 15-piece *Collection* and 30-piece *Indulgence* boxes and is perfect for the true chocolate lover who appreciates the pure and robust taste of dark, intense chocolate. For more information on **Choclatique** or to purchase an *Elephant Chocolate* assortment please visit www.choclatique.com.

About Choclatique:

Choclatique 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 chocolatier, **Choclatique** provides over 150 **Authentically American* premium chocolate confections, from traditional to whimsical, to secretly savor or share with those you love. Choclatique assortments are available high-end boutiques, 5-star hotels and clubs and online at www.choclatique.com.

**Authentically American* means great American chocolate flavor thrills made by Americans in their Southern California Chocolate Studios; their premium cacao beans are roasted, processed and refined in Northern California; they use Hawaiian-grown cacao beans in selected items; their proprietary all-natural flavors are made in Southern, California; their packaging is made and printed in Texas; their specialty molds and equipment come from New York. They’re proud to be American and support the US economy.