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Chocolatque Debuts At The Winter Fancy Food Show!

Chocolatque-The Fanciest Chocolate At The Fancy Food Show!

Ask anyone-if you're looking for the finest chocolate in the world you'll most likely find it at the 33rd Annual Winter Fancy Food Show at the San Diego Convention Center January 13-15, 2008. For sure that's where you will be able to taste a sampling from none other than Chocolatque (Savor California Booth #843). Chocolatque is for fun-loving, sophisticated chocolate lovers. Chocolatque is Nirvana, the Holy Grail and Disneyland melted into one luscious sensory experience. Chocolatque beams as a delightful oasis in the oft-bland land of commercial chocolate-making. That's what inspired founders Ed Engoron and Joan Vieweger to set out on a very personal journey to create beautifully seductive, hand-crafted chocolates to tempt the lips, thrill the palate and tickle the tummy!

Chocolatque At A Glance

The Chocolatque line of hand-made, hand-decorated and hand-packed chocolates can be defined by one delicious expression: flavor thrills. Following time-honored traditions of French chocolate making, the Chocolatque artisans continually discover innovative ways to create delightful and beautiful chocolates. In particular, they are known for Authentically American flavors-Boston Cream Pie, Cup O' Joe, Jelly Doughnut, Root Beer Float and Hot Fudge Sundae, to name just a few. The beautifully tempered chocolates are generously filled with premium nuts, luscious caramels, chewy nougats, and creamy ganache and a few are just wonderful, solid chocolate-Dark, Milk, White and Azteca!

Chocolatque Fancy Food Show Features

Selected confections for tasting include Blue Ribbon Cherry Pie, Caf•u Lait, Mandarin Orange Caramel, Root Beer Float, Pistachio Nut Butter and Strawberries 'n Cream. The company will also be introducing, for the very first time, Sweet Deceit®-an assortment of 30 different mouth-watering, 100% Sugar-Free chocolate confections for those chocolate lovers who must reduce their intake of sucrose.

The company will also show its Chocolatque Q-91-super-dark, bitter sweet chocolate made from exotic cacao beans that are fermented, dried and roasted to their exacting standards. It is a unique and complex blend of many different premium beans from each of the 3 major world cacao growing regions-Central and South America, Africa and Asia. Q-91 is rich in flavor and smooth in texture with light fruit undertones. It is very distinctive-never sharp or bitter.

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Flavorful Facts

Choclatique creations are delicately cast molded chocolates, each with a unique artisan design.

Choclatique's richly presented chocolates are crafted with the perfect content of exotic cacao beans to bring the greatest health benefits without the bitterness associated with most European dark chocolates.

Cacao beans are harvested and selected from the finest growers in the Earth's equatorial zone from the Tropic of Cancer to the Tropic of Capricorn. All of Choclatique's confections are rich in cacao content:

- Dark Chocolates: 64% Cacao
- White Chocolates: 33% Cacao
- Milk Chocolates: 32% Cacao
- Azteca (Mexican-Spiced) Chocolates: 32% Cacao
- Q-91 Extra Dark: 91% Cacao

Choclatique's chocolates contain less sugar than is found in other chocolates.

Elegant Tiffany-like packaging... rich, chocolate brown leatherette boxes with satin ribbons.

Purchase Choclatique artisanal chocolates only from fine retail establishments, leading hotels, spas and exclusive clubs.

There are over 35 sumptuous boxed assortments in the Choclatique line. Or, you can create your own Signature Assortment just for your stores.

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 chocolatiers, Choclatique provides over 150 premium chocolate confections from traditional to whimsical to secretly savor or share with those you love. They are available in high-end retail establishments, 5-star hotels and clubs and on a robust and fun interactive website (www.choclatique.com).

About the NASFT Fancy Food Show:

More than 1,100 domestic exhibitors from around the country. In one place at one time, you can discover new lines and items to add new distinction and appeal to your establishment. Most exhibitors are entrepreneurs who developed the recipe and started the company, so you can learn about the products and do business with decision-makers. And at this Winter Show, you'll find many local West Coast exhibitors with regional or ethnic products. Recent Fancy Food Shows have attracted from 19,000 to 32,000 attendees from specialty food, wine, gift and department stores, supermarkets, restaurants, mail-order and other related businesses. These attendees come to see more than 1300 exhibitors from around the world, presenting more than 100,000 specialty foods

to discover and sample.

<http://www.chocolatque.com/>

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

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