



Media Contact:
Sabina Gault / Ginny Edwards/ Monica Guzman
sabina@ventureiab.com
ginny@ventureiab.com
monica@ventureiab.com
213.381.1900

HARD TIMES CALL FOR SWEET CHOCLATIQUE SOLUTIONS

Choclatique Chocolates Continue to Thrive in Today's Tough Economic Climate

Los Angeles, CA (April 29, 2009) – During these hard economic times people are finding comfort in the familiar things that never let them down, one of which is chocolate. Studies show that the mood elevators in chocolate create a euphoric feeling that, even if felt for a short time, can be uplifting in the current economic environment. Chocolate improves mood and pleasure by boosting serotonin and endorphin levels in the brain. During these stressful times, many people are forced to make tough decisions; purchasing chocolates gives them the opportunity to treat themselves without breaking the bank. One such company profiting from this economic paradox is **Choclatique**.

Choclatique is an **Authentically-American*, premium quality chocolate company that was founded in California in 2003. **Choclatique** offers over 150 truly unique All-American flavors such as Root Beer Float, Apple Pie and Chocolate Chip Cookie. Their endless selection of flavors gives Americans options when choosing comfort foods. **Choclatique** found that while Belgian chocolate sells well in Europe, Americans prefer flavors that are more reminiscent of the American culture and history.

The current economic atmosphere has not affected **Choclatique**. In fact, they are streamlining their production, increasing efficiency and quality, while meeting the influx of orders coming in daily. The California-based chocolatier recently invested in over \$75,000 in new equipment to help keep up with the growing demand for their delicious chocolates. They are also currently expanding the production room of their *Chocolate Studios* and increasing their workforce.

“I think our success comes from our unique American flavors and the quality of our ingredients. Each of our magical confections is hand-made, hand-decorated and hand-packed with extra care,” says Ed Engoron co-founder of **Choclatique**. “We continue to come up with fresh and innovative chocolates that keep our customers coming back for more, and we are to say that all of our products are *Authentically-American*, including our newest offerings—*Napa Valley Wine Chocolates* and *Moon Rocks Collection* (the latter in celebration of the 40th Anniversary of the first walk on the moon).”

Choclatique sells an array of chocolate confections as well as sauces, ganaches, beverages, chocolate bars, marshmallows, nuts, novelties and corporate gifts. For more information on **Choclatique**, 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.