

## **Give Mom the Taste of Gold**

### **Show Her Just How Special She Really Is**



Mother's Day is the perfect day to celebrate the joys of mom. It is the time to make amends for not being able to spend quality time with her. So turn your wrongs right by making all efforts to give a perfect Mother's Day to your mother. Think about her likes and dislikes about gifts and ideas for celebration. Strive to make Mother's Day absolutely the best! Pamper her on this special day of hers just as she pampers you all the year 'round. Give her a warm hug, a big kiss and her own box of 24 karat gold **Choclatique** chocolate as you wish her a Happy Mother's Day!

The chocolatier at **Choclatique** are making beautiful 24 karat gold chocolate confections for their Mother's Day and **Spring** assortments in the tradition of Tiffany. Each perfectly formed and molded chocolate is a precious piece of art in and of itself, worthy of mothers everywhere. The same care and attention that goes into creating a fine piece of jewelry goes into making each and every piece of **Choclatique** chocolate. Bite inside and discover the beautiful layers of wonderful chocolate, ganache and other delectable surprises inside.

### **Ordering Chocolate For Mom Is Fun And Easy**

"You can order the **Choclatique 24-Karat Gold Spring Collection** or **Indulgence for Mother's Day**, a 15- or 30-piece assortment of artisan-made chocolate pieces, hand-decorated with 24-karat gold, cast with our dark, milk or white chocolate couverture, then filled with ganache, creams and caramels," enthuses Ed Engoron, president and co-founder of **Choclatique**. The **Spring Collection** retails for \$30 and the **Indulgence** is \$60.



**Choclatique** is the only chocolatier in the world known for its "flavor thrills" because they offer a unique array of artistically-designed chocolates filled with **Authentically American** flavors such as All-American Apple Pie, Angel's Food, Boston Cream Pie, Butterscotch Pudding, Peanut Butter & Jelly, Key West Lime Pie, Pineapple Upside Down Cake, and many more. The extensive **Choclatique** line features 150 unique flavors wrapped in rich and smooth dark, milk, white or Azteca Mexican chocolate. The company's chocolatier-prepared confections are available online, [www.choclatique.com](http://www.choclatique.com), or in high-end retail establishments, five-star hotels and fine clubs.

### **Only the Best Is Good Enough For Mom**

**Choclatique** sources only the finest, all-natural ingredients in its creations. Up to 17 different varieties of premium cacao beans are harvested from the most desirable equatorial regions of the world, and then are meticulously processed to create **Choclatique** chocolate. Dark chocolate offerings contain 64 percent cacao, milk chocolate and Aztec Mexican chocolate contain 32 percent cacao, and white chocolate has 33 percent cacao.



## Make Your Mother Feel Like A Million Bucks



The research and current thinking about chocolate's "feel-good" effect ties to its molecular components such as anandamide (named for *ananda*, the Sanskrit word for "Bliss") and other positive neurotransmitters such as oleoethanolamine and N-linoleoylethanolamine, caffeine and theobromine. All these naturally-occurring elements have been determined to have active, positive psychological effects. Chocolate is also rich in tryptophan, an essential amino acid which is connected with the production of the mood-modulating neurotransmitter serotonin. Chocolate also contains the amino acid gamma-aminobutyric acid (GABA) that is said to reduce anxiety. So, not only will your mother enjoy positive emotions from her **Choclatique** chocolate, she can also feel good about every bite.

### 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 premium chocolate confections from traditional to whimsical to secretly savor or share with those you love. **Choclatique** Chocolates are made from all natural ingredients, such as pure cane sugar, real vanilla beans and full cream milk in our milk chocolate. They are also free of any genetically modified ingredients (GMO Free). **Sweet Deceit from Choclatique** is their new 100% Sugar-Free offering.

**Choclatique** is available in high-end retail establishments, 5-star hotels and clubs and on a robust and fun interactive website ([www.choclatique.com](http://www.choclatique.com)).

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

# # # #

[Digital images and interviews on request]

