

## Choclatique® Stars on Broadway At The Summer Fancy Food Show!

Visit Choclatique at the Summer Fancy Food Show in  
New York City in the Savor California Booth #480

### Choclatique—The Fanciest Chocolate At The Fancy Food Show!



Ask any one of the 24,000 decision makers and chocolate buyers why they will be attending the 54<sup>th</sup> Summer Fancy Food Show June 29-July 1, 2008 at the Jacob K. Javits Center in New York City and they will tell you that it is the only place where they can see and taste more than 180,000 specialty foods to consider for their specialty food, wine, gift and department stores, supermarkets, restaurants, mail-order and other related businesses. At this year's show there will be over 2,300 exhibitors from around the world showing off the new, familiar and unusual gourmet foods.

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Of course, the real star of this year's show is **Choclatique... *chocolates out of the box!*** Located in the **Savor California Exhibit Booth #480**, show attendees will be able to taste a sampling from the best of Choclatique, along with a few new indulgences. Choclatique is the award-winning chocolate for fun-loving chocolate lovers. Choclatique is Nirvana, the Holy Grail and Disneyland melted into one luscious sensory experience. It's the 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!

### Choclatique At A Glance

The Choclatique 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 Choclatique 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!



Champagne Truffle

### Choclatique Shows Off—What's New and What's Hot



Chocolate Dreams &  
Moon Beams  
Tapestry

Selected confections for tasting at this year's show include Root Beer Float, Champagne Truffle, Burnt Caramel, Peppermint Heart and Amaretto Latte. Choclatique will also be introducing their new line of bars—artfully designed **Tablets** (100 g) and **Tapestries** (500 g). The flavor list includes Single-Origin 65% Cacao chocolates from Peru, Ecuador, Venezuela, Colombia and Madagascar. Other featured bars are made from Vintage Hawaiian cacao in both milk and dark chocolate, and a variety of selections heavy with inclusions and decorated with beautiful swirls.





The company will also show its **Chocolatique 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.

### Flavorful Facts

- ⓪ Chocolatique creations are delicately cast molded chocolates, each with a unique artisan design.
- ⓪ Chocolatique’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.
- ⓪ 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 Chocolatique’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		
- ⓪ Chocolatique’s chocolates contain less sugar than is found in other chocolates.
- ⓪ Elegant Tiffany-like packaging... rich, chocolate brown leatherette boxes with satin ribbons.
- ⓪ Purchase Chocolatique artisanal chocolates only from fine retail establishments, leading hotels, spas and exclusive clubs.
- ⓪ There are over 35 sumptuous boxed assortments in the Chocolatique line. Or, you can create your own *Signature Assortment* just for your stores.

### About Chocolatique:

**Chocolatique** 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, **Chocolatique** provides over 150 premium chocolate confections from traditional to whimsical to secretly savor or share with those you love and **Sweet Deceit®** by Chocolatique—an assortment of 30 different mouth-watering 100% Sugar-Free chocolate confections for those chocolate lovers who must reduce their intake of sucrose. They are available in high-end retail establishments, 5-star hotels and clubs and on a robust and fun interactive website ([www.chocolatique.com](http://www.chocolatique.com)).

### About The 54<sup>th</sup> Annual NASFT Fancy Food Show:

More than 2,400 domestic exhibitors from 77 countries in a single place at one time. There will be over 200 new exhibitors featuring over 1,200 new products. It is a place to meet and talk with the entrepreneurs who developed the recipes and started their company. Recent Fancy Food Shows have attracted 24,000 to 32,000 attendees from specialty food, wine, gift and department stores, supermarkets, restaurants, mail-order and other related businesses. It is the place to discover and sample over 180,000 food products.

**Digital Images Available:** Specify Format: High Resolution JPEG, Low Resolution JPEG or TIF and B-Roll.

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

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