



**Sweet
DECEIT®**
100% Sugar-Free

There are over 20 million children and adults in the United States—7% of the population—who have diabetes and a similar number who may have hypoglycemia. These are chocolate consumers who must restrict their intake of sucrose whose choices until now have been limited.

Diabetes Affects Us All

Diabetes is also associated with an increased risk for a number of serious, sometimes life-threatening complications and certain populations experience an even greater threat. The total annual economic cost of diabetes in 2007 in the United States was estimated at \$174 billion. Until now, many of these people could not enjoy the wonderful chocolate experience that most of us can with great tasting premium chocolate. That is the reason why Joan Vieweger and Ed Engoron created *Sweet Deceit* by Choclatique.

Creating *Sweet Deceit*—100% Sugar-Free Chocolate

In 1988 they started baking and selling their unique line of 100% sugar-free desserts. These “guilt-free goodies” were an instant hit with dessert lovers who wanted or needed to restrict their intake of sucrose. Many people asked them if they could make chocolate confections with the same impact. Finally, they have been able to apply their knowledge, together with the artistry of their chocolatier to create *Sweet Deceit* by Choclatique. “*It wasn’t by accident,*” says Engoron. “*We spent nearly 5 years in the development of Sweet Deceit. Our cacao beans are carefully chosen, fermented and dried, then roasted lightly to bring out all the natural fruity flavors of the cacao plant. We subtly sweeten Sweet Deceit chocolate with hint of Maltitol.*”

100% Sugar-Free Chocolate and Choices, Too

Sweet Deceit chocolates are available in solid milk or dark chocolate, chocolate and nuts, and fresh cream and European butter ganache truffles—all 100% sugar-free. They are delicious, rich and flavorful; smooth and creamy with no unpleasant after-taste or effects.

The *Sweet Deceit* assortments don’t take a back seat to the original Choclatique chocolate in either flavor or design. *Sweet Deceit* compares to the *Authentically American* flavors as with the *Choclatique* originals. You won’t believe they’re really sugar-free!



Each *Sweet Deceit* confection is signed with their distinctive logo to differentiate them from the traditional Choclatique line. They are “cupped” in white candy cups and package in gold boxes to make sure that there is no confusion between Choclatique and *Sweet Deceit* 100% Sugar Free chocolate.



Sweet Deceit Boutique (8-piece)

2-piece Petite (no ribbon)	\$ 5.00
8-piece Boutique	\$16.00
8-piece Boutique "No Nuts"	\$16.00
15-piece Collection	\$30.00
30-piece Indulgence	\$45.00

About Chocolatique:

Chocolatique is a privately owned, super-premium chocolate company founded in 2003 by Ed Engoron and Joan Vieweger. They are the makers of *Sweet Deceit* by **Chocolatique**.

Hand-crafted in their Southern California *Chocolate Studios* by professional artists and chocolatier, **Chocolatique** provides over 150 premium chocolate confections from traditional to whimsical to secretly savor or share with those you love and an additional 30 Sugar-Free *Sweet Deceit* flavors. They are available in high-end retail establishments, 5-star hotels and clubs and on a robust and fun interactive website (www.chocolatique.com).

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



**100% Sugar-Free
 Premium Chocolates**

Almond Dark Truffle	Almond Milk Truffle	Cashew Dark Truffle	Cashew Milk Truffle	Chocolate Dark Truffle
Chocolate Milk Truffle	Dark Choc. & Almonds	Dark Choc. & Cashews	Dark Choc. & Macadamias	Dark Choc. & Peanuts
Dark Choc. & Pecans	Dark Choc. & Pistachios	Dark Choc. & Walnuts	Espresso Dark Truffle	Just Dark Chocolate
Just Milk Chocolate	Milk Choc. & Almonds	Milk Choc. & Cashews	Milk Choc. & Macadamias	Milk Choc. & Peanuts
Milk Choc. & Pecans	Milk Choc. & Pistachios	Milk Choc. & Walnuts	Peanut Milk Truffle	Pecan Dark Truffle
Pecan Milk Truffle	Pistachio Milk Truffle	Pistachio Dark Truffle	Walnut Dark Truffle	Walnut Milk Truffle

www.chocolatique.com

