



CHOCLATIQUÉ LAUNCHES VALENTINE'S DAY CHOCOLATES INSPIRED BY 'MAD MEN' AND TWITTER

*Award-winning artisan chocolate company unveils new product lines for the romantic holiday:
Retro Cocktails and SweeTweets™*

Los Angeles, Calif. (January 19, 2012) – [Choclatique](#), the award winning artisan chocolate company, has released two new products just in time for Valentine's Day: **SweeTweets™** and **Retro Cocktails**. Known for beautiful and luscious hand-crafted chocolates, Choclatique's new products are inspired by current national trends including the resurgence of mid-century cocktail culture and the new language created by text messaging and social media platforms.

Everyone is communicating love messages via texts, tweets and Facebook status updates these days. Inspired by this phenomenon, [SweeTweets](#) is a personalized, unique gift that allows customers to choose their own 30-character message composed of solid dark chocolate letters. Popular messages have ranged from "Happy Valentine's Day" to "Will you marry me?" to "We're having a baby!" All letters and symbols are made using Choclatique's Private Reserve Dark Chocolate. For \$100, the recipient receives a personalized, one-of-a-kind "sweet tweet" hand-packed, ribbon-tied and delivered overnight anywhere in the continental United States.

The second product introduction is inspired by the artisan cocktail movement that has re-emerged thanks in part to the popular television show *Mad Men*. [Retro Cocktails](#) have a satiny smooth, pristine cocktail finish and a colorful, art deco look reminiscent of the mid-century era. Flavors include Chocolate Martini, Old Fashioned, Gin Fizz, Singapore Sling, Mojito and Piña Colada, to name a few of the fifteen. Each piece has its own vibrant, original illustration, is hand-made using Choclatique's premium chocolates and tastes exactly like the cocktail it's named for. Prices start at \$20 for an 8-piece box.

Making a comeback for 2012, Choclatique offers [Love](#) – a collection of stunningly beautiful, hand decorated, heart shaped chocolate truffles in unique and romantic flavors such as Amaretto Latte, Passion Fruit Caramel and Strawberries 'n Cream. Each truffle is hand-made from Choclatique's Private Reserve Dark, Prestige Milk and Snowy-White chocolate. Prices start at \$20 for an 8-piece box.

Each reusable, stylized leather gift box is filled with chocolates made with all natural ingredients. Choclatique ships nationwide. Complimentary gift messages are available upon request. To order, 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 chocolatiers, Choclatique provides over 250 **Authentically American* premium chocolate confections, from traditional to whimsical, to secretly savor or share with those you love. Choclatique assortments are available in high-end boutiques, 5-star hotels and clubs and online at www.Choclatique.com.

**Choclatique's procurement policy is to buy sustainable, American-made and sourced products. All of their confections are made in their Southern California Chocolate Studios. They are proud to support the United States economy.*

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