

# PRESS RELEASE

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**CHUAO CHOCOLATIER BOOTH: # 3314**

## CHUAO CHOCOLATIER PROVES OPPOSITES ATTRACT WITH “POTATO CHIPS IN CHOCOLATE” BAR

*Unveils Tantalizing Combination and new “Mint Hot Chocolate” at 2011 Summer Fancy Food Show*

**CARLSBAD, Calif. (June 9, 2011)** — Chuao Chocolatier, the award-winning chocolate company known for blending unique flavors into savory confections, today unveiled the Potato Chips in Chocolate bar at the 57th annual Summer Fancy Food Show. The bar is a blend of ultra premium milk chocolate and all-natural potato chips developed to satisfy cravings and delight those who enjoy the blend of salty and sweet tastes. Chuao Chocolatier is critically acclaimed for its culinary creativity and unique pairings, which are created by Master Chef and Co-Founder Michael Antonorsi.

“The combination of seemingly contrasting flavors and textures has always intrigued me,” said Antonorsi. “One bite of Potato Chips in Chocolate delights the taste buds as a flirty salty/sweet taste tickles the tongue. As the chocolate begins to melt, the richness of the premium milk chocolate playfully mixes with the salt of the chips to create a perfect blend of flavors.”

Proving that opposites attract, the Potato Chips in Chocolate bar pairs the delightful crunch of lightly salted kettle-cooked potato chips with the velvety smooth finish of rich milk chocolate. This decadent combination flirts with flavor and texture for a tantalizing treat. Whether you’re in the mood for sweet and luscious or crisp and salty, the Potato Chips in Chocolate bar will satisfy your every craving. The Potato Chips in Chocolate bar will be available in stores and online for an MSRP of \$6.



*Potato Chips in Chocolate Bar*

### **New Mint Hot Chocolate Available**

Nothing soothes the soul and arouses the senses like sipping rich, creamy hot chocolate. Chuao’s Mint Hot Chocolate gives this comforting combination a gourmet twist by pairing its premium, handcrafted dark chocolate mix with a refreshing burst of mint. Perfect for any occasion, Chuao’s Mint Hot Chocolate is the epitome of luxurious comfort and indulgence. The Mint Hot Chocolate will be available in Chuao Chocolatier cafes, online and at Crate and Barrel locations nationwide in fall 2011 for an MSRP of \$15.

### **About Chuao Chocolatier**

Chuao Chocolatier, located in Carlsbad, Calif., is a premier artisan chocolatier founded by Master Chef Michael Antonorsi and his brother, Chairman of the Board Richard Antonorsi in 2002. Chuao Chocolatier brings together the brothers’ Venezuelan heritage, cacao-growing roots and a commitment to creating uniquely delicious chocolate experiences. Chuao Chocolatier confections are made with all-natural ingredients and ethically sourced chocolate, with Venezuelan cacao at the core of its artisan chocolate blend.

The company’s line of products includes ultra premium chocolate bars, ChocoPods, hot chocolate, bonbons and other gourmet chocolate confections. Chuao products are available at Chuao Chocolatier Cafes and fine retailers nationwide including select Whole Food Market, Crate & Barrel and Dean and DeLuca locations. For additional information or to shop the company’s online store, visit [www.chuaochocolatier.com](http://www.chuaochocolatier.com).