



2345 Camino Vida Roble, Carlsbad, CA 92011  
Phone: (760) 476.1668 Fax: (760) 476.1355

[www.chuaochocolatier.com](http://www.chuaochocolatier.com)

# PRESS RELEASE

**For Media Inquiries Contact**  
Vivian Chan-Slater  
(714) 573-0899 x235  
[vivian@echomediapr.com](mailto:vivian@echomediapr.com)

## FOR IMMEDIATE RELEASE

### CHUAO CHOCOLATIER ANNOUNCES DONATION PROGRAM FOR JAPAN RELIEF FUNDS

– Chuao to Contribute a Portion of Sales from the Panko Chocolate Bar to the American Red Cross –

**CARLSBAD, Calif. (March 24, 2011)** — Chuao Chocolatier today announced an initiative to donate one dollar from the sale of every Panko Chocolate Bar to the American Red Cross to assist ongoing relief efforts for victims of the devastating earthquake and tsunami in Japan.

“The challenges faced by the citizens of Japan are unfathomable,” said Master Chef Michael Antonorsi, co-founder of Chuao Chocolatier. “We extend our heartfelt sympathy to the entire country, and hope our contribution will help the relief efforts in the coming months.”

The Panko Chocolate Bar is a comforting combination of premium dark chocolate, traditional Japanese panko bread crumbs and sea salt. Through April 31, one dollar from the sale of every individual Panko Chocolate Bar\* that is purchased on the Chuao website or at Chuao Chocolatier Cafés will be donated to the American Red Cross Disaster Relief Fund for Japan Earthquake and Pacific Tsunami, which provides funding for aid and supplies.

The Panko Chocolate Bar can be purchased at Chuao Chocolatier Cafés and online at [www.chuaochocolatier.com](http://www.chuaochocolatier.com).

#### **About Chuao Chocolatier**

Chuao Chocolatier, located in San Diego, Calif., is a premier artisan chocolatier founded by Master Chef Michael Antonorsi and his brother CEO Richard Antonorsi in 2002. Chuao brings together the brothers’ Venezuelan heritage, cacao growing roots and a commitment to creating uniquely delicious chocolate experiences. Chuao confections are made with all-natural ingredients and responsibly sourced Venezuelan cacao, the core of their artisan chocolate blend. The company’s line of products include: chocolate bars, ChocoPods, hot chocolate, bonbons, premium brownie mixes and other gourmet chocolate confections. Chuao products are available at Chuao Chocolatier Cafes and fine retailers nationwide including select Whole Foods 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).

\*Cannot be combined with offers such as coupons, discounts and promotions from sites such as Groupon or Living Social.

###