

# PRESS RELEASE

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**FOR IMMEDIATE RELEASE**

## CHUAO CHOCOLATIER'S SPICY MAYA HOT CHOCOLATE NAMED 2011 *sofi*™ SILVER FINALIST FOR HOT BEVERAGES BY THE NATIONAL ASSOCIATION FOR THE SPECIALTY FOOD TRADE

—Winners will be Announced in July at Summer Fancy Food Show —

**CARLSBAD, Calif. (June 6, 2011)** — Chuao Chocolatier's Spicy Maya Hot Chocolate has been selected as a Silver Finalist in the Hot Beverages category in the 2011 *sofi*™ Awards from the National Association for the Specialty Food Trade, Inc. (NASFT) The *sofi* Awards recognize excellence in specialty foods and beverages and are a coveted industry honor.

"Our Spicy Maya Hot Chocolate is our signature flavor combinations and has been delighting customers across the country since its introduction." said Michael Antonorsi, co-founder and Master Chocolatier for Chuao Chocolatier. "We are thrilled the judging panel delighted in the flavor as much as we do and appreciate the honor of being a *sofi* finalist. We look forward to the awards ceremony in July."

The Spicy Maya Hot Chocolate is a customer favorite—delicately blending pasilla chiles, cayenne peppers and cinnamon with premium dark chocolate. The hot chocolate mix was one of 110 Silver Finalists selected by a national panel of specialty food experts from 1,657 contenders across 31 Awards categories. Gold Winners will be announced in a red-carpet ceremony July 11, 2011 at the Summer Fancy Food Show in Washington, D.C. hosted by noted chef Cat Cora.

The *sofi* Awards are open to members of the NASFT, a not-for-profit trade association established in 1952 with more than 2,900 members throughout the U.S. and abroad. For more information on the NASFT and its Fancy Food Shows, go to [www.specialtyfood.com](http://www.specialtyfood.com). For complete coverage of the 2011 *sofi* Awards, visit [foodspring.com/sofiawards](http://foodspring.com/sofiawards).



*Spicy Maya Hot Chocolate Tin*

### About Chuao Chocolatier

Chuao Chocolatier, located in San Diego, Calif., is a premier artisan chocolatier founded by Master Chef Michael Antonorsi and his brother, Chairman of the Board 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).

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