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PRESS RELEASE

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FOR IMMEDIATE RELEASE

Chuaoc Chocolatier Expands Product Line with Three New Chocolate Bars

CARLSBAD, CA January 15, 2010 – Chuaoc Chocolatier will unveil their new Honeycomb, Coco and Coffee & Anise Chocolate Bars at the 35th Winter Fancy Food Show in San Francisco, in an effort to keep up with the consumer demand for more products. The artisan chocolatier's critically acclaimed confections include the recently released Panko and Origins chocolate bars.

Made with a blend of 60% premium chocolate and all natural inclusions, each of Chuaoc's new bars highlight their chocolatier's culinary creativity. To the **Honeycomb** bar, they've added chunks of caramelized honey for a comforting, sweet crunch. Aromatic coconut, toasted almonds, and the ancient spices of cinnamon, and coriander create an exotic escape in the **Coco** bar, while the **Coffee & Anise** bar features deep coffee flavor and the sweet warm licorice tones of star anise.

"Each of these bars were inspired by a memory or a mood," says Chef Michael Antonorsi, Master Chocolatier and the company's co-founder. "Honey is sweet and sensuous. When paired with decadent dark chocolate, the honeycomb chunks take on a slightly savory role that creates a luxurious balance in the overall flavor experience."

"The Coco bar is a contemporary take on one of my childhood favorites," Antonorsi continues. "It's about the chocolate more than anything, but the playful texture of coconut, and roasted almonds, are delightfully enhanced by the layered aromas of cinnamon and coriander."

"I spent a couple years living in Paris while I was in culinary school," he remembers. "The Coffee and Anise bar has a robust sophistication that just feels so European to me. Anise is intriguing on it's own, but when paired with coffee and dark chocolate, the flavors truly sing!"

Beginning in Spring 2010, the new flavors will be available in an 80 gram bar (SRP \$4.99). Additionally, Honeycomb and Coco come in a 11 gram mini-bar called a ChocoPod (SRP \$0.99).

About Chuaoc Chocolatier

Chuaoc Chocolatier, located in Carlsbad California, is committed to arousing your senses through unusual, unexpected and delicious chocolate experiences. Their confections are made with all natural ingredients and responsibly sourced Venezuelan chocolate, the core of their artisan chocolate blend. Chuaoc Chocolatier was founded in 2002 by Master Chef Michael Antonorsi and his brother, Richard Antonorsi, the company's CEO. Their chocolate bars, hot chocolate, bonbons and other gourmet chocolate confections are available at Chuaoc Chocolatier Cafes and fine retailers nationwide including select Whole Foods Market, Crate & Barrel, Pier 1 and Cost Plus World Market. For additional details visit www.chuaochocolatier.com or call (888) 635-1444.

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