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# PRESS RELEASE

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**BOOTH: #1872**

## FOR IMMEDIATE RELEASE

### CHUAO CHOCOLATIER LAUNCHES ARTISAN BROWNIE MIX, CREATES UNEXPECTED PAIRINGS AT THE 2010 SUMMER FANCY FOOD SHOW

**CARLSBAD, Calif. (June 22, 2010)** — Chuao Chocolatier, an award-winning chocolate company known for blending unique flavors into savory confections, today announced it will launch its Artisan Chocolate Brownie Mix in three flavors, Abuela, Spicy Maya and Winter, at the 56th annual Summer Fancy Food Show. In addition, Chuao will showcase its newest bars, Honeycomb, Coco and Coffee & Anise, as well as co-host an exclusive scotch and chocolate pairing event with Sip Smoke Savor on the evening of June 27 at St. Andrews Restaurant and Bar. The artisan chocolatier is critically acclaimed for its culinary creativity, which stems directly from Master Chef and Co-Founder Michael Antonorsi.

“I have always been intrigued by the combination of seemingly contrasting flavors, such as the aromatic coconut and ancient cinnamon spice used in our Coco bar or the timeless combination of chiles, spices and chocolate in our Spicy Maya brownies,” said Antonorsi. “On their own, they are delicious; but perfectly blended with premium chocolate creates an exotic escape.”

Antonorsi will further illustrate the complementary effects of pairing unique flavors during a tasting event with Sip Smoke Savor that will showcase premium single-malt scotches with Chuao one-of-a-kind confections. Participants will embark upon a unique and memorable culinary encounter.

“An amazing experience occurs when your favorite dram is well matched to quality chocolates,” said Marcia Petravicus, co-founder of pairing website SipSmokeSavor.com. “An intense new flavor emerges that is richer and more complex than each separate indulgence, while your tongue is rewarded with a devilishly silky feel. It is the ultimate decadence.”

#### **Chuao Chocolatier’s Artisan Brownie Mix Unveiled at Summer Fancy Food Show**

Chuao’s Artisan Brownie Mix will be offered in three distinct flavors and will be available in September nationwide at Crate and Barrel and online at [www.chuaochocolatier.com](http://www.chuaochocolatier.com). The Spicy Maya mix contains artisan dark chocolate with the timeless combination of pasilla chile, cayenne pepper and cinnamon. The Winter mix marries Chuao’s Venezuelan bittersweet chocolate blend with the warming spices of ginger, nutmeg, cinnamon, clove and pepper while the Abuela mix contains a Venezuelan bittersweet chocolate blend that comes from a family tradition passed from generation to generation.

#### **New Chuao Bars Available**

Made with a blend of 60 percent premium chocolate and all-natural inclusions, each of Chuao’s new bars are now available at retailers across the country or online at [www.chuaochocolatier.com](http://www.chuaochocolatier.com). The Honeycomb bar marries chunks of caramelized honey and decadent dark chocolate to create a luxurious balance with a surprising contrast. 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.

CHUAO



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## **About Chuao Chocolatier**

Chuao Chocolatier, located in Carlsbad, 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 and other gourmet chocolate confections. Chuao products are available at Chuao Chocolatier Cafes and fine retailers nationwide including select Whole Food Market, Crate & Barrel, Wal Mart and Dean and DeLuca. For additional information or to shop the company's online store, visit [www.chuaochocolatier.com](http://www.chuaochocolatier.com).

## **About Sip Smoke Savor**

Single-malt enthusiasts and siblings Frank Marczynski and Marcia Petravicus recently launched a magazine style website [www.SipSmokeSavor.com](http://www.SipSmokeSavor.com) which is all about the pursuit of the ultimate indulgence in scotch pairings. Seventy whiskies are matched by flavor palate to fine cigars and artisan chocolates, with more being added to this pairing library weekly. There is a developing food section and unique scotch based cocktails are routinely featured on this site. Other resources include a Tasting Events calendar and directory of scotch bars, worldwide. Sip Smoke Savor has partnered with Chuao Chocolatier as their purveyor of choice because of the quality and distinctiveness of their confections.

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