

CHUAO



CHOCOLATIER®

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PRESS RELEASE

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FOR IMMEDIATE RELEASE

CHUAO CHOCOLATIER LAUNCHES ARTISAN BROWIE MIX IN THREE EXOTIC FLAVORS

– Mixes Will Be Available at Crate and Barrel Stores Nationwide in September –

CARLSBAD, Calif. (June 22, 2010) — Chuao Chocolatier, an award-winning chocolate company known for blending unique flavors into savory confections, today unveiled its Artisan Chocolate Brownie Mix at the 56th Summer Fancy Food Show in New York. The mix will be available in Crate and Barrel stores nationwide beginning in September and offered in three flavors, including Abuela, Spicy Maya and Winter.

“I was delighted to develop a multi-dimensional brownie mix that blends Chuao’s signature flavors into a rich dessert that is perfect for every day of the week,” said Master Chef Michael Antonorsi, co-founder of Chuao Chocolatier. “My personal favorite is the Spicy Maya brownie, which leaves a slight hint of heat in your throat. These mixes take you beyond that of a rich, chocolaty brownie and into a multi-layered flavor experience.”

The Spicy Maya flavor incorporates the timeless combination of chiles, spices and chocolate that has been a cherished flavor of the ancient Mayan culture for more than 3,000 years. The Winter flavor infuses dark chocolate with the spices of ginger, nutmeg, cinnamon, clove and pepper, evoking a warm holiday feeling all year round. The Abuela mix calls to mind the traditions passed from generation to generation, where a grandmother’s gourmet touch brought out the rich flavors of Venezuelan bittersweet chocolate.

Each decadent brownie mix comes with a separate packet of sugar and spice topping based on the flavor. The topping can be sprinkled on the brownie through a decorative cacao pod stencil, making each dessert a decorative masterpiece.

Available in September 2010, Chuao Chocolatier Artisan Chocolate Brownie Mix will be offered for a suggested retail price of \$12.95. They also will be available at Chuao Chocolatier retail outlets and online at www.chuaochocolatier.com.

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.

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