

smile chocolatiers

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SMILE CHOCOLATIERS LAUNCHES *CHOCLOTEA* LINE OF GOURMET CHOCOLATE BARS HAND-BLENDED WITH ORGANIC TEAS

LOS ANGELES, CA – April 8, 2008 – Smile Chocolatiers, a purveyor of fine chocolate, today announced the launch of *Choclotea*, a new line of gourmet chocolate bars that seamlessly blend high quality Belgian chocolate with finely ground organic teas to create a multi-layered chocolate taste experience, unlike any other on the market. *Choclotea*'s inspired blends of organic teas, fruits and spices add a hint of extraordinary taste, while bringing out the full flavor and richness of the chocolate.

Cordon Bleu Chef Joanie Freeman created *Choclotea* out of a desire to boldly enhance the flavor of chocolate without adding to its sweetness or competing with its natural essence. "It's easy to have flavor that overpowers, especially when working with chocolate," she says. "What's more difficult, but more interesting, is to be a master of a light hand."

The bars are available in 12 flavors, with 8 varieties of 100% organic tea, and 4 types of chocolate - Very Dark, Dark, Milk and White. Each bar is made from fine Belgian chocolate in its purest form. Hand-blended in small batches, finely crushed organic aromatic tea is slowly added until just the right balance of flavor is achieved. The result is a completely unique chocolate taste in a satisfying bar, rich in flavor and high in anti-oxidants. The *Choclotea* line includes:

Very Dark chocolate (72% Cacao) with:

- Pomegranate White Tea
- Coconut Green Tea
- White Tea
- Herbal Chai Tea

Dark chocolate (64% Cacao) with:

- Wild Raspberry Tea
- Coconut Green Tea
- White Tea
- Herbal Chai Tea

Milk chocolate (37% Cacao) with:

- Wild Raspberry Tea
- Ginger Tea

White chocolate (37% Cocoa Butter) with:

- Pistachio Green Tea
- Rosemary Tea

Choclotea is easily recognized by its fresh white packaging featuring vibrant watercolor illustrations.

About Smile Chocolatiers

Based in Malibu, California, Smile Chocolatiers was founded from the heart and mind of Cordon Bleu pastry chef Joanie Freeman, whose simple desire was to create something so delicious that it made people smile. The artisan chocolatier has won acclaim from retailers and chocolate lovers alike with *choclotea*, its signature line of bars that blend fine Belgian chocolate with organic, aromatic teas, fruits and spices. *Choclotea* is available nationwide at select gourmet and natural grocery stores, fine tea shops, coffee houses, hotels, spas, boutiques and specialty stores.

Visit smilechocolatiers.com to learn more.