

October 1, 2010

## Chicago Chocolate Tours

presents a sweet newsletter



Can't read it? Please visit [www.chicagochocolatetours.com/newsletters](http://www.chicagochocolatetours.com/newsletters) to see it online. Thank you!



*Hello, and happy October!*

May this be a season of spectacular abundance for you, and here's to the onset of **hot chocolate** season!

Thinking about **Sweetest Day** options for **Saturday, October 16**? Check out our schedule below or [here](#). Wondering what Sweetest Day is? It's not the "Hallmark holiday" that some people might think! Find out the origins of this sweet day in our new "**Chocolate College**" section below or [here](#), containing fascinating facts about chocolate!

Meanwhile, I'm honored to be in the **Crain's online video contest** "A Day in the Life of an Entrepreneur," and I would love your **vote!** Just [click here](#), and then vote sweet - today is the last day of voting - thank you!

Please enjoy our newsletter, and best wishes for a beautiful season of health and love. Onward and upward!

*Your friend in chocolate,  
Valerie*

### Chicago Chocolate Tours

Take a guided walking and tasting tour of select chocolate shops, bakeries, and cafes, and enjoy the sweetest tour in town! We tour 52 weeks a year, on public and private tours, and our mission is Uplift Through Chocolate!

[www.chicagochocolatetours.com](http://www.chicagochocolatetours.com)

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*Welcome to our newest participating stores: Zapatista, whose chocolate tamales are driving chocolate lovers wild on our South Loop route; and Loose Leaf Lounge, on our Lakeview route, where*



Valerie Beck  
President, Founder, and Chief Executive Chocolate Lover of  
Chicago Chocolate Tours



Sweetest Day Tours  
*Celebrate October 16 on a Chicago Chocolate Tour!*



**Sweetest Day** is October 16! Looking for a delicious outing with your sweetie? Or a fun outing with friends? **Choose a Chicago Chocolate Tour** on Sweetest Day, Saturday 10/16, and enjoy delicious chocolate, fun and fascinating chocolate facts, and an entertaining chocolate adventure.

*the chocolate rooibus tea blends and Taste of Paris cookies and brownies are a hit! Learn about these and our other participating stores and chocolate friends at*

*[www.chicagochocolatetours.com/links](http://www.chicagochocolatetours.com/links), and see a list of which stores are on which routes at [www.chicagochocolatetours.com/tours](http://www.chicagochocolatetours.com/tours).*



*We offer around 15 public and private chocolate tours per week, on various neighborhood routes including the Magnificent Mile, Downtown Loop, South Loop, Lakeview, and French Market. Details are at [www.chicagochocolatetours.com/tours](http://www.chicagochocolatetours.com/tours).*

*The tours are perfect for corporate outings, bachelorette parties, or just a fun day out with your mom or dad, sister, or sweetie!*

We tour 52 weeks a year, and here is our special Sweetest Day weekend tour schedule:

- Saturday, October 16, 9:45 am -- Magnificent Mile route
- Saturday, October 16, 12:45 pm -- Magnificent Mile route
- Saturday, October 16, 2:45 pm -- Lakeview route
- Saturday, October 16, 3:45 pm -- Magnificent Mile route
- Saturday, October 16, 4:30 pm -- Magnificent Mile route
- Sunday, October 17, 1:45 pm -- Magnificent Mile route
- Sunday, October 17, 2:45 pm -- Lakeview route

Advance ticket purchase please; tickets are available [online](#) or at 312-929-2939. Goupons and gift certificates are welcome and can be redeemed [here](#) or over the phone.



Can't make it, or want to purchase a **gift certificate** for your sweetheart to use anytime, with no expiration date? Gift certificates are available [here](#) or by phone, and we'll send the via regular mail or email, to you or directly to your recipient.

Wondering how Sweetest Day got started? See our "[Chocolate College](#)" posting!



*Live or traveling in Philadelphia or Boston? Check out our sister companies [Philadelphia Chocolate Tours](#) and [Boston Chocolate Walking Tours](#), also founded by Valerie!*



*Congratulations to Philadelphia Chocolate Tours for winning a [Best of Philly 2010](#) award!*



*More scenes from Chicago Chocolate Tours - "the sweetest tour in town:"*



## A Day in the Life of an Entrepreneur *Vote for Valerie in the Crain's contest!*

What a treat to be part of the Crain's Chicago Business online video contest about life as an entrepreneur! I'd be grateful for your vote! Simply go to [www.chicagobusiness.com/videocontest](http://www.chicagobusiness.com/videocontest) and click the dot by my name and video - vote sweet!

Also, my video was done by Alexandra Knell, one of my fabulous Tourguides. I'm proud of all my multi-talented Choc Stars in all of our cities!

~Valerie



### *Other media mentions:*



WCIU TV food and drink reporter Tom Bastounes took a private Chicago Chocolate Tour with Valerie, visiting Teuscher Chocolates of Switzerland, More Cupcakes, Sarah's Pastries and Candies, Hendrickx Belgian Bread Crafters, and Bobtail Ice Cream, and you can check out the delicious hilarity at [www.chicagochocolatetours.com/video](http://www.chicagochocolatetours.com/video)!



Planning a corporate holiday outing? Let **Chicago Chocolate Tours** entertain your [clients or staff!](#)

## Sweet Dates

*A calendar of events to save and crave*



### Thursday, October 14: NAWBO DAY!

Education, inspiration, celebration! The National Association of Women Business Owners (NAWBO) propels women entrepreneurs to economic, social, and political spheres of power. **Chicago Chocolate Tours** founder Valerie Beck is President of NAWBO Chicago Area Chapter. Come see what the excitement is about! Speakers and panels include:

- TV personality Mary Ann Childers moderates a panel on Mind/Body/Business
- Sittercity founder Genevieve Thiers speaks on secret weapons of social media and technology you can use in your business
- 30 marketing tips in 30 minutes
- Creative financing for success
- How charity boosts your business
- more!



NAWBO DAY on 10/16 runs from 8 am - 8 pm, or choose events a la carte. Full day package: \$85 members, \$100 non members, includes breakfast, lunch, wine reception. Metropolitan Club, Sears/Willis Tower, Chicago. NAWBO DAY is part of Crain's Small Business Week, and details and registration are at [www.nawbochicago.org](http://www.nawbochicago.org). Join us!



*Chicago Chocolate Tours supports [CARE](#),*



*and [Hull House](#).*

*Want to have a private **Chicago Chocolate Tour** to benefit your favorite charity? Please see our [Charitable](#) page!*



IL Governor Quinn visited with NAWBO members in August and is invited to speak at the NAWBO DAY luncheon October 14.

Saturday, October 16: Happy Sweetest Day! For tour schedules on Sweetest Day weekend and beyond, see above or [click here!](#)

Tuesday, October 26: Marlo Thomas speaks and signs books at the American Cancer Society luncheon. 11:30 am, Standard Club, Chicago.

Thursday, October 28: Breakthroughs: a Symposium for Business Owners, Entrepreneurs, and CEOs. Valerie is one of 18 speakers who will talk for 18 minutes each about an "aha moment" in business! Valerie's 18 minutes are from 2 - 2:18 pm. Sponsored by the Coleman Entrepreneurship Center, held at the Metropolitan Club, Sears/Willis Tower, Chicago. [Details and registration.](#)



Sunday, October 31: Happy Halloween! Do some trick or treating on a **Chicago Chocolate Tour** at 1:45 or 3:45 pm! Costumes optional; prizes for best one! How did Halloween start and how did it get so chocolatey? Find out in our article in our new ["Chocolate College!"](#)

Tuesday, November 9: Chicago Chocolate Tours 5th anniversary party! Our [team](#) is celebrating our gratitude to YOU -- please come to the party! 5:30 - 7:30 pm. French Market, 131 N. Clinton, Chicago. Additional details coming soon to [www.chicagochocolatetours.com/events](http://www.chicagochocolatetours.com/events).

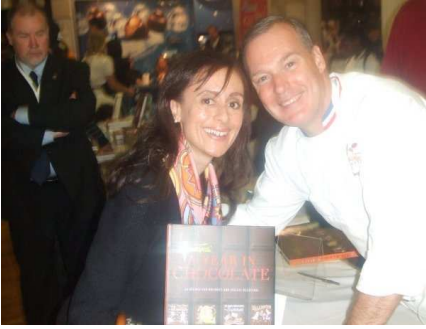


Meanwhile, this year's **Chicago Chocolate Tours "Chocolate and Fashion Tours"** benefitted **StandUp For Kids**, which helps homeless and street kids. The **Chocolate and Fashion Tours** were a blast - *sweet meets chic!*



What chocolate lovers are saying about us:

*"Valerie - I just wanted to thank you for putting together such a fun, informational and organized tour of chocolate and fashion in Chicago. I loved that we were able to visit so many places that I would not originally visit. The fashion aspect of the tour was a great touch and I loved learning about fashion trends and sampling treats at the same*



Friday, November 12 - Sunday, November 14: **New York Chocolate Show.** Join our [Travel Club](#) for a VIP weekend!

**Saturday, November 20: Magnificent Mile Festival of Lights.** Watch the parade as over 1 million lights are lit in the trees along Michigan Avenue, and join our special chocolate tours throughout the weekend!

**Thursday, November 25: Happy Thanksgiving!** Entertaining visitors? Save room for dessert and bring them on a Thanksgiving Week chocolate tour!

*time. What a fun experience! I will definitely recommend these tours and hope to come on another one in the future. Thanks again!"*  
~Angie

*"Our Gold Coast/Mag Mile tour was fabulous!"*  
~Eileen

*"Words can't describe this tour route. It was the best experience I have ever had on any tour. (and the chocolate was great too.) The guide was fantastic!! Great job. My friend and I enjoyed it so much. Every establishment was very kind to us and [gave] us more info on the chocolates that were in their facility. It was just a GREAT day and enjoyed it very much. A must to [do] again. "*  
~Nadine



**Chocolate Lover of the Month:**

*Every month, someone who takes a Chicago Chocolate Tour wins - you guessed it - more chocolate!*

Congratulations to chocolate lover of the month **Teresa C.** of Metairie, LA! Thanks so much for taking a tour with us. Your gift is in the mail - enjoy!



See you soon on a **Chicago Chocolate Tour!**



Thank you for reading our [Chicago Chocolate Tours](#) newsletter!



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Please find us at [www.facebook.com/chicagochocolatetours](http://www.facebook.com/chicagochocolatetours), and follow us on twitter: [www.twitter.com/ChiChocTours](http://www.twitter.com/ChiChocTours).

Uplift Through Chocolate!