



April 2011

CHICAGO
CHOCOLATE TOURS



312.929.2939
WWW.CHICAGOCHOCOLATETOURS.COM

Chicago Chocolate Tours

Have a Sweet Spring in
Chicago!



Hello!

I hope you're gearing up for a sweet spring!

Exciting news:

- * We're offering exciting Chocolate & Flowers Tours for Mother's Day.
- * Our new Chicago **Cupcake** Tours, and **Geneva** Chocolate Tours, are going strong alongside our classic Chicago Chocolate Tours.
- * She said yes: a story of love and chocolate from a recent **Chicago Chocolate Tour**.
- * I've just returned from a chocolatey trip to Italy, with sights and sweets to share with you.
- * And, I'm recommending several sweet events near you.

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

In This Issue

1. Chocolate and Flowers for Mom!
2. New Tasty Tours going strong: Chicago Cupcake Tours, and Geneva Chocolate Tours
3. Love and Chocolate
4. Follow our Founder Through Italy!
5. Sweet Dates to Save and Crave
6. Chocolate Lover /

Please enjoy our newsletter, and our guided walking and tasting tours of the best chocolate shops, pastries, and cafes in town. Best wishes for an awesome April!

Onward and upward!

*Your friend in chocolate,
Valerie*



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

1. Chocolate and Flowers!

Join us for Chocolate and Flowers Tours during Mother's Day weekend!

Chocolate and Flowers Tours!

Customer of the Month,
Choc Star / Team
Member of the
Month, and Customer
Reviews!

7. Help Wanted: Get
Paid to Eat Chocolate!

Uplift Through
Chocolate!

facebook

twitter



Learn about our
participating stores and
chocolate friends at
[http://www.chicago
chocolatetours.com/
links](http://www.chicagochocolatetours.com/links), and see a list of
which stores are on
which routes at



What: Our annual **Chicago Chocolate Tours** "Chocolate and Flowers Tours" are back! Celebrate Mother's Day, flowers, and chocolate on our special tours featuring extra chocolate, sweet education on the history and health benefits of chocolate, plus a flower for every mom!

When: Mother's Day weekend, May 7 - 8:

- Saturday, May 7, 4:30 pm
- Sunday, May 8, 2:30 pm (Mother's Day)

The above special tours are in addition to our [regular tour schedule](#) of year-round delicious **Chicago Chocolate Tours!**

Where: Meet at 900 N. Michigan Avenue, inside by the concierge desk. Stops visited include:

- Teuscher,
- More,
- Sarah's,
- Hendrickx,
- special stop at White House Black Market for gifts and extra chocolate.

Stores are subject to change due to hours, etc. Advance registration please!

Cost: \$50 per person, includes chocolate and extras. Because this is a private tour, no Goupons for public tours please. Purchase tickets [here](#), or call us at 312-929-2939.

Happy Mothers Day!

www.chicagochocolatetours.com/tours.



We offer around 20 public and private chocolate tours per week, daily on various neighborhood routes including the Magnificent Mile, Downtown Loop, South Loop, and Lakeview. Rain, snow, or shine!

Details are at chicagochocolate.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!



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



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



2. New Tasty Tours

Chicago Chocolate Tours has added new tours to bring you new ways to explore Chicagoland's tastiest treats.

Chicago Cupcake Tours



The cupcake craze has taken Chicago by storm, but where can a Chicagoan or a visitor find the very best cupcakes in the city? Just what sparked cupcakes' massive popularity in recent years? And why are Red Velvet cupcakes red?



Learn the answers to these questions and more while strolling through the city to sample many forms and flavors of this one wonderful treat on a Chicago Cupcake Tour! Just launched in March, Chicago Cupcake Tours have already attracted quite the positive media buzz, with articles in [Metromix](#) and Redeye.

Cupcake Tours visit Chicago's best cupcake shops, bakeries, and

other more hidden locales including a cupcake truck and a spa, depending on the route, in the two hottest Chicago neighborhoods for the cupcake connoisseur.

On Thursdays at 4:45 pm on the Gold Coast route, visit:

- "Visiting Cupcake Baker" Swirlz Cupcakes,
- More Cupcakes,
- Sarah's Pastries and Candies, and
- Hendrickx Belgian Bread Crafters.
- And, receive a goody bag with treats to go!



On Tuesdays at 2:45 pm on the Loop route, visit:

- Sarah's Pastries and Candies - at Macy's
- Argo
- Flirty Cupcakes
- mySpa at Fairmont Hotel.
- And, receive your goody bag with treats to go.



Advance registration please.

Cost: \$50 per person. Goupons for Chicago **Cupcake** Tours are welcome. Visit www.chicagochocolatetours.com/cupcake-tours for schedules and more information, or to book your public or private cupcake adventure!

Geneva Chocolate Tours



Our lovely **Geneva Chocolate Tour** takes you through charming Geneva, IL - an hour and 15 minutes from downtown Chicago by train from Ogilvie Station - showing you the sights and tastes of this sophisticated treasure on the Fox River.

Geneva Chocolate Tours run the third Wednesday of every month at 10:45 am and 2:45 pm. For the 10:45 am tour, meet outside Graham's Fine Chocolates, 302 S. 3rd Street. For the 2:45 am tour, meet outside Cocoa Bean, 11 S. 7th Street, Geneva, IL. Next tours are:

- Wednesday, April 19
- Wednesday, May 18



Newsorthy chocolate: check out our latest **Chicago Chocolate Tours** media mentions at chicagochocolate.com/media!

- Wednesday, June 15
- Wednesday, July 20
- Private tours also available!

Third Wednesday of the Month at 10:45 am:

- Graham's Fine Chocolates,
- Moveable Feast,
- Denisa's Crepes & Fondues,
- Preservation Bread and Wine, and
- Graham's 318.



Chicago Chocolate Tours supports [CARE](#),



and [Hull House](#).

Third Wednesday of the Month at 2:45 pm:

- Cocoa Bean,
- Great Harvest,
- Moveable Feast,
- Graham's Fine Chocolates, and
- Chef Roby's All-Chocolate Kitchen.

Advance registration please. Cost: \$40 per person. Goupons for Chicago Chocolate Tours are welcome in Geneva. Stores subject to change due to hours, etc.

Kane County Magazine and others have done delightful write-ups of us; click www.chicagochocolatetours.com/geneva-il for the sweet details!

For more info on our Geneva, IL, tours, [click here!](#)



What chocolate lovers are saying about us:

"
What a great tour and tour guide we had!
"

~Futures and Commodities Trading

"My husband and I really enjoyed our tour this past Saturday. Sarah was fun, upbeat, and really knew her stuff. She kept things

3. Love and Chocolate



She said yes: a birthday girl received a marriage proposal from her



prince charming on a specially-arranged **Chicago Chocolate Tour!** That's the power of love - and chocolate - and we wish this amazing couple a beautiful and sweet ever-after!

Planning a memorable proposal? Gentlemen, we'll make you look like the hero you are! Visit www.chicagochocolatetours.com/bridal for info on proposal tours, bachelorette parties, and all things bridal concerning our tasty tours. [Contact Us](#) to learn more!

moving along nicely. I will tell all my friends about this tour, and will be bringing my girlfriends for our spring trip! Thanks again!!!"

~Jennifer

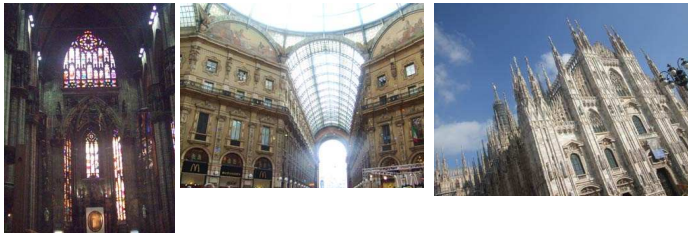
4. Valerie's trip to Italy, March 2011

Chicago Chocolate Tours founder **Valerie Beck** is back from 2 sweet weeks in Milan, Venice, Florence and Rome! Below, she shares some of the sights & tastes she discovered:

"Recently I visited Chicago with 4 of my friends and had a wonderful time. I enjoyed the tour, with lots and lots of chocolate!"

~Sandra

Ciao from Milano



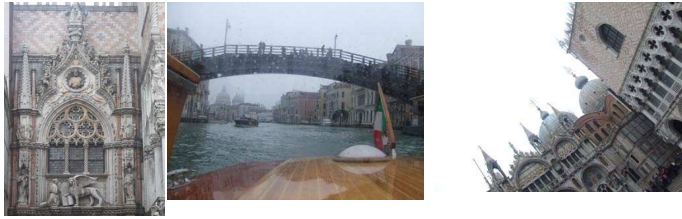
The best part about this coffee/hot chocolate/whipped cream **Milan**: the chocolate melts sumptuously into the every stir! Oh, and the fact in Milan is incredibly



scrumptious drink in spoon, which drink with of drinking it fabulous too.



Ciao from Venezia



I visited the oldest cafe in **Venice**, the Florian from 1720, also visited by Byron and Goethe and practically everyone who's ever made the Grand Tour. The coffee mixed with hot chocolate was exquisite - cheers! (Or "salute" in Italian!)

Ciao from Firenze



Florence was the chocolatey-est city of the ones I visited. The chocolates at great old chocolate houses like Rivoire and Migone have a delicious and distinctive flavor. The chocolates there were delicate, refined, and like no others, and the gianduja - chocolate hazelnut paste - is beloved by many as the best in the world. Indeed, the area

encompassing Florence, Pisa, and the surrounding countryside is known these days as the Chocolate Valley, and rightly so.

Ciao from Roma





I visited the oldest chocolate shop in Rome, founded in 1850, Moriondo & Gariglio. Heaven! I also had the thickest hot chocolate in the world in Rome, at Caffè Gran Esperia. The waiter brought it out - cioccolato puro - with a side dish of cream which could be mixed in to taste, along with sugar. I went back twice. Double heaven!

5. Sweet Dates to Save and Crave

A quick calendar of events -



Daily:

Chicago Chocolate Tours! Take the sweetest tour in town, on one of our public routes running daily, or book a private tour for your group!

[Click here for our tour schedule.](#)

Tuesdays at 2:45 pm - Downtown Loop Cupcake Route.

Thursdays at 4:45 pm - Gold Coast Cupcake Route:

New from Chicago Chocolate Tours: Chicago Cupcake Tours! Join us as we walk to Chicago's best cupcake shops and bakeries and other locations. Brought to you by Chicago Chocolate Tours, so you know the tour will be tasty!

[Click here for more information.](#)



National Association of Women Business Owners

Thursday, April 7, 8:00 am:
**NAWBO Chicago Networking
Breakfast at Ann Taylor.**

Step into Spring by attending our fashion-filled breakfast networking event at Ann Taylor, 600 N Michigan Avenue! Come network with some of Chicago's leading professional women. Find out how you can use fashion to improve your image and build your business. And, get some great new clothes at a discount! Sponsored by NAWBO - National Association of Women Business Owners, Chicago Area Chapter, where **Chicago Chocolate Tours** founder Valerie Beck is President.



RSVP by Monday, April 4, 2011 to:
Emily@chicagolandcommercial.com

Don't forget to bring your wallet so you can enjoy the 15% discount that Ann Taylor is extending to event attendees only.

Saturday, April 16:
NAWBO Girl Scouts Badge-to-Business event. Teen Girl Scouts from Chicago develop an understanding of what it takes to become a successful entrepreneur through the From Badge to Business program. [Click Here](#) to learn more.

Wednesday, April 20: **Our Geneva IL chocolate tours** run the third Wednesday of the month, at 10:45 am and 2:45 pm - [join us!](#)



Monday, April 25:

Set sail on the Chicago Chocolate Tours Cocoa Cruise! Get ready to sample fine European chocolate in Europe with **Chicago Chocolate Tours** founder **Valerie Beck!** Valerie lived in Europe for 5 years and will lead chocolate tours in the cities we'll visit on Royal Caribbean's 5-day Western Mediterranean cruise, making it a Cocoa Cruise for our group. Sample the sweet side of Barcelona, Cannes, Florence, and Rome, as you learn about the history of these great cities and their amazing chocolate. A world of chocolate awaits! [Click Here for more information!](#)



Sunday, May 8:

Mother's Day! Join us this weekend for special Chocolate and Flowers Tours, \$50 per person, at 4:30 pm on Saturday and 2:30 pm Sunday! [Click for details!](#)





Monday, May 9:

NAWBO Achievement

Luncheon. NAWBO Chicago's premiere event, the Celebration of Achievement Luncheon, draws an average of 500 attendees and features a nationally known speaker. This year, the NAWBO Chicago Achievement Luncheon features a keynote speech by Genevieve Thiers (pictured above), founder of Sittercity and Contact Karma. The event also features a pre-event VIP reception and a post luncheon Chocolate Hour—a dessert buffet and networking reception, along

with recognition of the Corporate Women of Achievement and the presentation of the Woman Business Owner of the Year and Member of the Year awards. **Chicago Chocolate Tours** founder **Valerie Beck** is NAWBO Chicago President for 2010-2012 and was Member of the Year in 2007. [Click here](#) for more information.

Learn more about upcoming events at NAWBO Chicago in the video below:



**6. Chocolate Lover / Customer of the Month,
and Choc Star / Team Member of the Month**

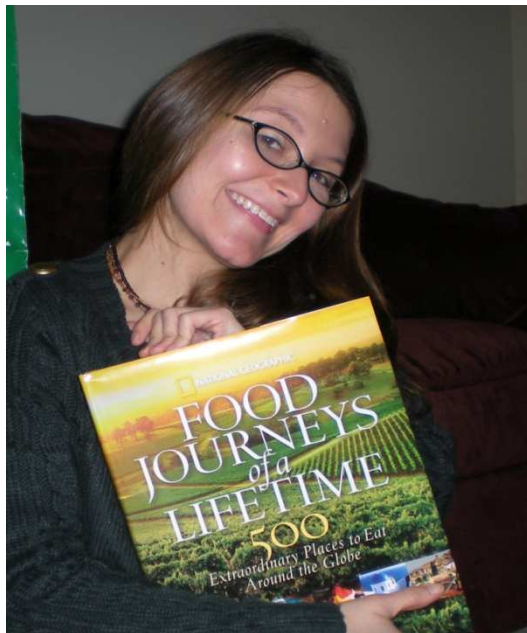


Every month, someone who takes a **Chicago Chocolate Tour** wins - you guessed it - more chocolate!

Congratulations to Chocolate Lover of the Month **Jennifer K. of LaPorte, IN!** Jennifer has alerted us that she received her chocolate gift in the mail from us; it was chocolate that Valerie brought back from Italy!

And, every month we also highlight one of our amazing **Chicago Chocolate Tours** team members, called Choc Stars.

The April Choc Star of the Month is our Assistant Manager **Rose Hopkins!** (Pictured below.)



Rose is thrilled to be a part of the Chicago Chocolate Tours team! From a young age she knew chocolate would play a role in her life somehow. Her mother always used to say: "No dinner until you've finished your chocolate!" And that was never a problem! In her free time Rose is an actress, singer, card maker and theater teacher.

[Click here](#) to see more about our Choc Stars!

Want to know what chocolate lovers are saying about us? Read reviews on the sidebar of this newsletter, and at www.chicagochocolatetours.com/guestbook.



7. Help Wanted: get paid to eat chocolate! Weekend Manager, Tourguides (Chicago and Geneva IL) and Group Sales Manager sought

Do you love chocolate, and love people? Are you excited about working in the tourism and hospitality industry, and making people happy? Our fun and entrepreneurial team is looking for YOU. Recent grads welcome!

For more information visit: <http://www.chicagochocolatetours.com/help-wanted/>.



*Thank you for reading our Chicago Chocolate Tours newsletter!
Have a beautiful spring, and stay sweet! ~Valerie*

