



March 2011



Chicago Chocolate Tours

It's Cupcake
Season in
Chicago!



Hello!

I hope you've had a toasty and tasty winter as we look forward to spring!

Exciting news:

- * we're unveiling delicious new Cupcake Tours,
- * we've just been mentioned in Metromix and RedEye,

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

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2. Media: Check out what RedEye and Metromix had to say about Chicago Chocolate Tours, plus: Valerie in a business video
3. Sweet Dates to Save and Crave
4. Chocolate Lover /

* we're recommending several sweet events near you

Please enjoy our newsletter, and best wishes for a marvelous March!

Onward and upward!

*Your friend in chocolate,
Valerie*



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

1. Cupcake Tours!

New from **Chicago Chocolate Tours**: [Chicago Cupcake Tours](#)! The tasty treat that transports its fans to nostalgic memories of childhood is available in sweet portions all over Chi-Town. Our tours make sure you find the best and the tastiest cupcakes in the city.

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

5. Help Wanted: Get
Paid to Eat Chocolate!

Uplift Through
Chocolate!

facebook

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



What: On a chocolate tour, you visit amazing chocolate shops, bakeries, and cafes, to sample America's favorite flavor in many different forms. On a cupcake tour:

- join us as we walk to Chicago's best cupcake shops and bakeries and other locations,
- to sample many forms and flavors of this one wonderful treat!
- Learn the history of the cupcake,
- what catapulted cupcakes to massive popularity in recent years,
- why red velvet cupcakes are red, and other clever cupcake facts.
- And, enjoy a goody bag to go, plus lots of samples on the spot!

When and Where:

Tuesdays at 2:45 pm - Downtown Loop Cupcake Route, meet at Marshall Field's / Macy's, 111 N. State Street, inside by the big ground floor fountain, where you'll see your Tourguide. ([map](#)) Stops include: Sarah's Pastries and Candies - Macy's, Sugar Bliss, Argo, Flirty Cupcakes, mySpa at Fairmont Hotel.

Thursdays at 4:45 pm - Gold Coast Cupcake Route, meet at 900 N. Michigan Avenue, inside by

chocolatetours.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:"

the ground-floor concierge desk where you'll see your Tourguide. ([map](#)) Stops include: "Visiting Chocolatier" Swirlz Cupcakes, More Cupcakes, Sarah's Pastries and Candies, Hendrickx Belgian Bread Crafters, Flirty Cupcakes.

Stores subject to change, due to store hours, etc.



Cost: \$50 per person, includes samples and goody bag! Advance registration, please. Because this is a separate tour, regular **Chicago Chocolate Tours** Groupons may not be redeemed for this tour. Purchase tickets [here](#), or contact us at info@chicagochocolatetours.com or at 312-929-2939.

Private Tours: Looking for something special for your bachelorette party or other outing? Book a private **Chicago Cupcake Tour**, with the option of a limousine or other transport, and Champagne! **Contact us** for details and pricing.

What are the top 10 cupcake flavors? The answer is coming soon to [Facebook](#) - please share your vote!





2. Sweet News

Chicago Chocolate Tours in the News



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

Chicago Chocolate Tours has launched 2 new all-cupcake routes, listed in a March 7, 2011, Red Eye article and in Metromix's bachelorette party planning guide as the perfect way for a bride to satisfy her sweet tooth!

Learn more at: www.chicagochocolatetours.com/media!

Business Video:
Watch Chicago Chocolate Tours founder Valerie Beck at Coleman Center's Breakthroughs Symposium below:



Chicago Chocolate Tours supports [CARE](#),



and [Hull House](#).



3. Sweet Dates to Save and Crave

A quick calendar of events -



What chocolate lovers are saying about us:

"Our group had a fabulous time enjoying CHOCOLATE on the Magnificent Mile tour on Feb. 5. Jenny was the best tour guide. She knows her chocolate!! I can't wait to go on another tour and bring more friends."

~Angela

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

~Sandra

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: 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.](#)



Saturday, March 12, 10:00 am:
NAWBO Chicago Day of Service at Phoebe A. Hearst Fine Arts Magnet School, Chicago.



Research shows that professional involvement within local communities is a great way to generate new business opportunities.

To get your involvement started, NAWBO - National Association of Women Business Owners, Chicago Area Chapter, where **Chicago Chocolate Tours** founder **Valerie Beck** is President, is hosting its first annual Day of Service. Volunteers will be helping the Phoebe A. Hearst Fine Arts Magnet School with a much needed interior painting project. [Click here to register.](#)

Wednesday, March 16: **Our Geneva IL chocolate tours** run the third Wednesday of the month, at 10:45 am and 2:45 pm - [join us!](#)

Thursday, March 17: **Happy St. Patrick's Day!**

Check out our [Facebook](#) page for a Chocolate Guinness-Bailey's Cupcake recipe! And, join our 12:45 Chicago Chocolate Tour today for extra St. Patrick's Day treats!

Monday, March 21:

Spring Equinox. Spring Begins in North America - celebrate with chocolate!



Thursday, March 24:
Womens Business Conference. The Second Annual Illinois Women's Conference is scheduled for March 24th in Chicago. This year's keynote speaker is Donna Brazile, and presenters include **Chicago Chocolate Tours** founder **Valerie Beck**.

The conference is a statewide event focusing on professional development, community, networking, entrepreneurship and women's health. This conference gives women a tremendous opportunity to grow development, learn and make connections. [Click here to register!](#)

Wednesday, March 30:
Healthy Wealthy and Wise, leading a life of balance; presented by NAWBO Chicago's Combined Strategic Forums. Join members of NAWBO Chicago's Business Development Groups and Special Interest Groups at their annual celebration. The speaker for this event is Sharon Weinstein, Founder and President of Core Consulting Group/Core Wellness International. [Click Here](#) to register.

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.



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 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:



4. 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 **Jose O. of Elgin, IL!** Your gift is in the mail - yes, we're mailing you chocolate - enjoy!

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

Our March Choc Star of the Month is **CatieLeigh Laszewski**, Tourguide and Administrative Assistant! (Pictured below.)



CatieLeigh has been with **Chicago Chocolate Tours** since April 2008. She loves being a **Chicago Chocolate Tours** tourguide because she loves meeting new people, she loves Chicago, and she loves chocolate! CatieLeigh graduated from Roosevelt

University's Chicago College of Performing Arts in Vocal Performance and when she is not touring, she is a working performer around the world.

[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.



5. 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 March, and stay sweet! ~Valerie

