

Chicago Chocolate Tours



Contact: Liz VanBeek
Phone: 312-929-2939
Email: info@chicagochocolatetours.com

FOR IMMEDIATE RELEASE

SHOW YOUR SUMMER ASSOCIATES THE “SWEET SIDE OF TOWN” ON A CHICAGO CHOCOLATE TOUR OR CHICAGO CUPCAKE TOUR

Chicago Chocolate Tours, founded by a former attorney, adds cupcake tours to entertainment options

CHICAGO, June 16, 2011 – Law firm partners say that one of the most valuable aspects of their summer associate programs is the interaction of attorneys and summer associates, to determine whether the latter will be a good fit into the firm’s culture. Firms facilitate that exchange not only in the office over cases and transactions, but also through the events and outings that they hold.

A new event option this year is the cupcake tour, from Chicago Chocolate Tours. The company has been operating since 2005, and this year has enhanced their regular year-round chocolate walking and tasting tour offerings with their new all-cupcake tours. On a cupcake tour, participants visit local cupcake shops and bakeries to sample the specialties and learn more about the trendy culinary treat. Cupcakes sampled could include the black-and-white at Sarah’s Pastries and Candies, the chocolate cream cheese cupcake at the Flirty Cupcakes truck, and a chocolate ganache-dipped red velvet cupcake created by Swirlz Cupcakes especially for the tours.

In addition, Chicago Chocolate Tours will customize a chocolate tour or a cupcake tour with options such as a limousine to pick participants up, or drinks afterward at a local lounge. Another option is to add an interactive teambuilding twist with the Cupcake Challenge, in which teams find answers to cupcake-related questions throughout the tour.

Founder Valerie Beck, a Harvard Law School grad and former big-firm attorney in Chicago and Europe, says that when she started Chicago Chocolate Tours, she “began reaching out to law firms because I wanted to help with their entertaining needs, by providing summer associate outings, women’s group events, or other activities.” She also built a charitable component into the tours by supporting organizations such as CASA, Court Appointed Special Advocates for Children. “Our mission at Chicago Chocolate Tours is Uplift Through Chocolate,” says Beck, “so it’s exciting to work with a charity partner to make the chocolate and cupcake tours all the more meaningful.”

Public chocolate tours run daily, and public cupcake tours run Tuesdays and Thursdays. Private tours take place daily based on availability, and cupcake tour pricing starts at \$50 per person. Group rates are available, and tours can be booked at 312-929-2939, info@chicagochocolatetours.com, or www.chicagochocolatetours.com.

A Chicago Chocolate Tour is a fun, fascinating, and delicious 2 ½ hour guided walking and tasting tour of select chocolate shops, bakeries, and cafes, including traditional and non-traditional chocolate locations. On a Chicago Chocolate Tour, guests learn about and sample chocolate treasures on one of multiple chocolate routes, and two all-cupcake routes are now available. In addition to providing “the sweetest tours in town,” the Chicago Chocolate Tours team also offers gift certificates and a Chocolate Travel Club, and operates sister companies in Boston and Philadelphia.

###