

Chicago Chocolate Tours



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SWEET MEETS CHIC: CHOCOLATE AND FASHION COMBINE FOR GIRLS' NIGHT OUT

Chicago Chocolate Tours celebrates fall fashion season with a "Chocolate + Fashion Tour" and adds a charity twist

Chicago, August 17, 2011 – What women want: Surveys show that the food most often craved by women is chocolate, and that women vote shopping as their favorite activity. Add the fact that women spend three years of life shopping for clothing, food, and other items for themselves and their families. Then consider that shopping burns 48,000 calories a year. Put it all together, and a Chocolate + Fashion Tour sounds like a smart and almost inevitable indulgence. Indeed, this is the fourth year that Chicago Chocolate Tours will run a Chocolate + Fashion Tour for fall, giving women an evening of luxury chocolate and shopping while benefitting charity Share Your Soles.

Chicago Chocolate Tours, founded in 2005, will enhance their regular year-round chocolate walking and tasting tour schedule with their annual Chocolate + Fashion Tour on September 2, during which participants will visit local chocolate shops and bakeries to sample the specialties and learn about the history and health benefits of chocolate, alternating with visits to clothing boutiques for browsing, discounts, chats with designers or stylists, and Champagne or other treats.

The chocolate and fashion obsessed will visit chocolate shops such as Teuscher, home of the famous Dom Perignon Champagne Truffle, and will get a special visit from Visiting Chocolatier Kokku Gourmet, who will feature their signature Chocolate Blend Dipping Sauce. The tour will also include a peek inside the kitchen at Hendrickx Belgian Bread Crafters, and will conclude with a festive stop at Candyality followed by a Champagne reception at clothing boutique Adele Dallas Orr, featuring cupcakes from Swirlz Cupcakes.

"Chicago offers amazing artisan chocolate and pastry selections, as well as fabulous fashion and shopping," says Chicago Chocolate Tours founder Valerie Beck, "so why not put together two things that almost every woman loves. We're giving friends, sisters, mothers, and daughters an opportunity to go out on the town in a fun and delicious way. And, our mission at Chicago Chocolate Tours is Uplift Through Chocolate, so we're also excited to work with a charity partner to make the event all the more meaningful."

This year's event charity partner is Share Your Soles, a nonprofit which organizes shoe drives to put shoes on the soles of children and adults in impoverished areas. Tour attendees are invited to bring clean, gently worn shoes to donate.

In addition, the event is part of the inFashion promotion running this fall on the Magnificent Mile. And, tour participants can win prizes in categories such as Best Outfit, Best Attitude, and Best Chocolate Knowledge. Another category is Best Shoes, though attendees will be wise to remember that this is a walking tour!

Tickets for the Chocolate + Fashion Tour on Friday, September 2, at 5:30 pm, can be purchased online at www.chicagochocolatetours.com/events, or by calling 312-929-2939. Advance registration is required. Tickets are \$50 per person and include chocolate, the Champagne and cupcake reception, and a goody bag.

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. www.chicagochocolatetours.com

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