

Chicago Chocolate Tours



Contact: Hollis Rabin
Phone: 312-929-2939
Email: hollis@chicagochocolatetours.com

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CHOCOLATE AND CHAMPAGNE: A SWEET SPARKLY VALENTINE

Chicago Chocolate Tours celebrates Valentine's Day with "Chocolate and Champagne Tours" all week

CHICAGO, January 22, 2011 – Valentine's Day means that love is in the air, and chocolate and Champagne are on the menu. Americans are expected to purchase nearly 58 million pounds of chocolate during the week of Valentine's Day, totaling \$345 million in sales, while Champagne sales for Valentine's Day will pop at \$8.6 million. Chicago Chocolate Tours, which has been operating since 2005, adds to this sweet and bubbly frenzy with annual "Chocolate and Champagne Tours," enhancing their year-round chocolate walking and tasting tour schedule by giving chocolate lovers a fun, fascinating, and delicious way to celebrate Valentine's Day.

During the Chocolate and Champagne Tours, participants will visit local chocolate shops and bakeries to sample Valentine's Day-themed or Champagne-boosted specialties, which may include the famous Champagne truffles at Teuscher Chocolates, the unique chocolate and Champagne cupcakes created by More Cupcakes, the strawberry Truffles from Beijo Chocolates, and other upscale chocolate delights. The tours will conclude with a Champagne toast at the legendary Drake Hotel, plus more chocolate, and a goody bag with treats to go. Participants will learn about the history and myths of chocolate and Champagne, and a portion of the proceeds will benefit CARE, which helps women in impoverished countries, including some cocoa-growing countries, exit poverty through entrepreneurship.

"Valentine's Day is all about love, whether romantic, familial, or friendship-based," says Chicago Chocolate Tours founder Valerie Beck, "so why not provide an entertaining way to celebrate and deepen that love, with chocolate and Champagne as the delicious vehicles. And, our mission at Chicago Chocolate Tours is Uplift Through Chocolate, so we're excited to work with our philanthropic partner CARE to make the Chocolate and Champagne Tours even more meaningful."

The Chocolate and Champagne Tours will run for 7 days, from Tuesday, February 8 – Monday, February 14, at 5:30 pm; Friday the 11th is "girls' night out." Tickets are \$50 per person and can be purchased online at www.chicagochocolatetours.com/events, or by calling 312-929-2939. In addition to the Chocolate and Champagne Tours, Chicago Chocolate Tours offers public and private tours daily.

A Chicago Chocolate Tour is a 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, you'll learn about and sample chocolate treasures on one of multiple routes including Magnificent Mile/Gold Coast, Downtown Loop, South Loop, Lakeview, or Geneva, IL. In addition to providing "the sweetest tour in town," Chicago Chocolate Tours also offers gift certificates, luxury chocolate-colored cultured pearl jewelry, and a Chocolate Travel Club featuring a Cocoa Cruise, and has sister chocolate tour companies in Boston and Philadelphia. www.chicagochocolatetours.com.

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