

**FOR IMMEDIATE RELEASE:**

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**CHARLES CHOCOLATES OPENS SAN FRANCISCO TEST STORE THROUGH MAY 2006**

SAN FRANCISCO, CA – April 12, 2006 – Premium chocolatier Charles Chocolates has opened the doors to its first retail “test store”, a two-month experiment where the artisan chocolate manufacturer will sell its products during the months of April and May 2006.

The store is located at 3527 California Street (cross street Locust), in the Laurel Heights district of San Francisco, and is now open daily from 10 a.m. to 7 p.m. Products from the Charles Chocolates collection are available for purchase, including exclusive products from the 2006 Spring Collection: the Charles Chocolates Fleur de Sel Caramel Assortment, Fresh Orange & Lemon Marzipan Assortment, and Chocolate Covered Matzah (in celebration of Passover, and available through April 2006).

Throughout April and May, Charles Chocolates will present a special “Focused Tastings Series”. Every Saturday, visitors may sample a different product from the Charles Chocolates Collection. Visitors to the store are invited to taste the products, learn more about the premium ingredients used, and the process of how the products were made. These tastings will include some of the most popular Charles Chocolates products, such as the peanut butterflies and pate de fruit assortment, as well as special Spring 2006 introductions, including the marzipan and fleur de sel caramel assortments.

The store will also be open for additional extended hours on Thursday, May 11 from 10 a.m. to 9 p.m. in celebration of Mother’s Day.

According to Chuck Siegel, founder of Charles Chocolates, “The store allows us to dip our feet into the world of retail chocolate, a potentially interesting addition to our core business of supplying exceptional chocolates to premium chocolate retailers nationwide. For our customers, both retail and wholesale, this is a key opportunity to experience and view the entire range of our products in one place, and to meet the Charles Chocolates team. We’re excited about having personal interaction with the people who have had a passion for our products since 2004, and receiving their feedback on what they’d like to see next from us. There’s also nothing like seeing products like our custom edible chocolate boxes in person.”

**ABOUT CHARLES CHOCOLATES**

Founded in 2004, Charles Chocolates is the story of one man’s dedication to the art of chocolate, his pursuit of perfection and a complete and total passion for producing only the finest confections. Chuck (Charles) Siegel has been a part of the San Francisco chocolate scene since 1987 when he started his first premium chocolate company, Attivo Confections, at the age of 25.

With Charles Chocolates, Chuck has set out to redefine the world of fine chocolate confections. He uses only the finest ingredients, including some of the world’s best chocolates, organic herbs, fruits and nuts as well as organic cream and butter from Strauss Family Creamery. Everything is made by hand in very small batches using traditional techniques, and all of the chocolates are shipped to our customers within three days of being created. Charles Chocolates products are available nationwide in more than 300 locations.

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In February, 2006, Charles Chocolates' ½ lb. assortment was named Best of the West by Sunset Magazine. Charles Chocolates has also been featured in the Los Angeles Times, Lucky Magazine, Wallpaper, and numerous food and culture blogs, including KQED's Bay Area Bites and Cooking With Amy. For more information, visit <http://www.charleschocolates.com>.

**Retail Store Information**

3527 California Street (at Locust)

San Francisco, CA 94118

Hours: Daily 10 am – 7 pm

Phone: 415.751.1958

Email: [store@charleschocolates.com](mailto:store@charleschocolates.com)

**Spring 2006 Tastings Schedule – Open 10 am – 7 pm Every Saturday**

Saturday, April 29: Pate de Fruit

Saturday, May 6: Fresh Orange & Lemon Marzipan

Saturday, May 13: Chocolate Truffles

Saturday, May 20: Fleur de Sel Caramels

Saturday, May 27: Peanut Butterflies

**The store will be open for extended hours on Thursday, May 11, 10 am – 9 pm** (in celebration of Mother's Day)

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