

THE SAN FRANCISCO CHOCOLATE FACTORY™

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THE SAN FRANCISCO CHOCOLATE FACTORY INTRODUCES COCOA VINOSO™ AT THE FANCY FOOD SHOW IN N.Y.

Pairing gourmet dark chocolate with red wine just got easier.

SAN FRANCISCO, CA - The San Francisco Chocolate Factory (<http://www.sfchocolate.com>) will introduce their newest premium dark chocolates, Cocoa Vinoso™, designed to pair with full bodied red wines, at the Fancy Food Show in New York June 29th-July 1st (Visit Booth #5230).

Only the highest quality cocoa beans imported from around the world are used to create these unique chocolates. The six different cocoa percentages of chocolate are packaged in unique and elegant wine themed tins, each designated with a different complementary red wine pairing to create surprising and satisfying taste sensations.

"We introduced the Wine Lover's Chocolates in 2003 and they are one of our biggest selling chocolates. The new Cocoa Vinoso™ line offers our exquisite gourmet dark chocolate pairings made exclusively to compliment full-bodied red wines. We think these unique chocolates will make a perfect gift for red wine and chocolate lovers alike," said SF Chocolate Factory CEO and founder Mike Litton.

For an optimal experience, the San Francisco Chocolate Factory recommends the following dark chocolate and red wine pairings:

Cocoa Vinoso™ 55% pairs with Cabernet – Considered by many to be one of the best wine varieties, Cabernet pairs deliciously with this semi-sweet dark chocolate.

Cocoa Vinoso™ 72% pairs with Zinfandel – This intensely strong chocolate blends best with the powerfully rich flavored Zinfandel.

Cocoa Vinoso™ 58% pairs with Merlot – Soft and well-rounded chocolate drops complement the Merlot's color and texture.

Cocoa Vinoso™ 61% pairs with Syrah – The intensity of this dark chocolate balances the spicy and robust Syrah.

Cocoa Vinoso™ 56% pairs with Pinot Noir – Velvety smooth dark chocolate drops enhance the complex flavors of a Pinot Noir.

Cocoa Vinoso™ 54% pairs with Port – Exemplifies a classic combination. Port pairs best with sweet and smooth premium dark chocolate.

"Surprising new research finds chocolate contains health-promoting chemicals similar to those in red wine, tea, fruits and vegetables," writes Jean Carper in her Eat Smart column at USA Today.

"Chocolate is rich in cell-protecting antioxidants," she writes. The antioxidants in chocolate help block chemical changes in bad LDL cholesterol that lead to clogged arteries, she added.

The San Francisco Chocolate Factory was created in 1999 to provide chocolate lovers with gourmet-quality, superbly packaged chocolates at non-gourmet prices.

"Since we debuted in 1991, we've become a favorite with San Francisco locals and visitors as well," Litton said.

But the business is expanding beyond the Bay Area in California to other parts of the US and the world, including Canada and Europe.

The factory uses only the finest quality cocoa beans, gathered and imported from three different continents. Only the best beans are selected for consistently superior flavor.

"Our chocolate has a smooth silken texture that melts on the tongue and creates a rich, buttery feel in the mouth," said Litton.

The Cocoa Vinoso™ premium chocolates are packaged in six elegant 5.0 oz wine themed tins. The suggested retail price is \$7.50 per tin or \$45.00 to purchase a gift set of six tins.

Visitors can find and purchase chocolate from The San Francisco Chocolate Factory **Chocolate Boutique**, a unique retail store, in SOMA at 286 12th Street on the corner of 12th Street and Folsom. Hours are Tuesday to Saturday from 12 p.m. to 6 p.m. Visit www.sfchocolate.com for more information. Also available online and in fine stores nationwide. Visit Booth #5230 at the Fancy Food Show to learn more.

About the San Francisco Chocolate Factory™

The San Francisco Chocolate Factory™ was created to provide chocolate lovers with gourmet-quality, superbly packaged chocolate at a non-gourmet price. Since debuting in 1999, The San Francisco Chocolate Factory's chocolates have become a favorite with San Francisco locals and visitors alike. Sales are rapidly expanding beyond the shores of the Bay Area, thanks to the many visitors who bring the beautiful chocolate tins home as souvenirs... the chocolates are so delicious, people call desperate to order more!

The San Francisco Chocolate Factory™ takes immense pride in our products; we love our business because we know (and like to spread!) the joy of eating delicious chocolate.

Visit our **Chocolate Boutique** located in SOMA at 286 12th Street, on the corner of 12th Street and Folsom. Hours are Tuesday to Saturday from 12:00 pm to 6:00 pm. Visit www.sfchocolate.com to learn more.

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