

# THE SAN FRANCISCO CHOCOLATE FACTORY™

286 12th Street // San Francisco, CA 94103 // TF 888.732.4626 // info@sfchocolate.com

## For Immediate Release

June 25, 2008

Media Contact: Sandra Evans  
& Associates  
sandra@andassociates-ca.com  
415 887 9230

### **JUST IN TIME FOR BACK TO SCHOOL THE SAN FRANCISCO CHOCOLATE FACTORY INTRODUCES THE FIRST "GOT MILK?" CHOCOLATE STRAW AND NEW BOOK LOVER'S CHOCOLATE AT THE FANCY FOOD SHOW IN N.Y.**

*These kid friendly items fit easily into backpacks and lunch bags*

SAN FRANCISCO, CA - The San Francisco Chocolate Factory (<http://www.sfchocolate.com>) will be introducing two new products just in time for the busy back to school season at the Fancy Food Show in New York June 29<sup>th</sup>-July 1<sup>st</sup> (Visit Booth #5230).

The New Got Milk? Chocolate Straw turns any glass of milk into chocolate milk. New Book Lover's chocolate in either dark chocolate or milk chocolate varieties are bound in "leather bound" books and both items are sure to be a hit with kids this Fall.

According to SF chocolate Factory founder and CEO, Mike Litton: "Mothers and fathers will love the new straws, because they turn any glass of milk into chocolate milk. That means youngsters will be eager to drink their milk. The Book Lover's Chocolates are great treats and tuck into kids' backpacks and lunches for school snacks. They can be exceptional rewards for completing school projects."

The Got Milk? Chocolate Straws are packaged in a 2.12 oz box (10 straws to a box). The suggested retail price is \$3.99. The Book Lover's Chocolate suggested retail price is \$5.99 for a 3.5 oz. box.

### **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](http://www.sfchocolate.com) to learn more.

Sales and Distribution Inquiries:

Contact:

Bob Basile

San Francisco Chocolate Factory

286 12<sup>th</sup> Street

San Francisco, CA 94131

Tel 888-732-4626

[bob@sfchocolate.com](mailto:bob@sfchocolate.com)

[www.sfchocolate.com](http://www.sfchocolate.com)

###