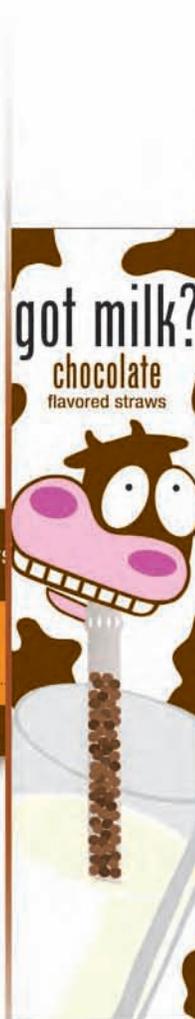
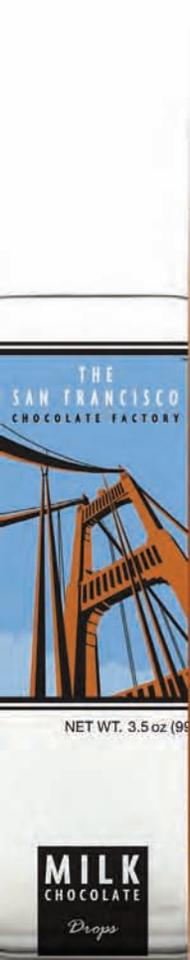


Media Contact:  
Sandra Evans & Associates - Direct 415 887 9230  
sandra@andassociates-ca.com  
286 12TH STREET  
SAN FRANCISCO, CA 94103  
TOLL FREE 888.732.4626  
TEL 415.657.9194

WWW.BRIDGEBRANDSCHOCOLATE.COM



# PRESS KIT





*"Practice random acts of chocolate"*

## About Us

**Bridge Brands Chocolate™** was created to provide chocolate lovers with gourmet-quality, superbly packaged chocolate at a non-gourmet price. Since debuting as The San Francisco Chocolate Factory in 1999, **Bridge Brands Chocolate™** has become a favorite with chocolate lovers nationwide.

## Why Bridge Brands?

One of the greatest bridges between two hearts is chocolate, so we've chosen **Bridge Brands Chocolate™** as our new name. Chocolate is proven to be good for the heart and good for the soul—it creates a stir of passion and evokes love. Chocolate can erase a bad day or a bad deed in an instant. As we at **Bridge Brands Chocolate™** like to say: Love thy neighbor, and bring them chocolate, often!

Known for our unique, custom packaged gourmet chocolates, **Bridge Brands Chocolate's™** many different brands—now bridged together under one great company—offer a chocolate opportunity for everyone.

From our **Tea, Coffee and Wine Lover's Chocolates**, to the souvenir **Landmark Collection**, the kid friendly **got milk? Chocolate** series to our easy on-the-go **Chocolate by Numbers**, you'll find gourmet chocolates perfect for every day and for special occasions. Give **Bridge Brands Chocolate™** as a gift to each "special someone" in your life—but make sure to order some extra chocolate for yourself!

**Bridge Brands Chocolate's™** sales have rapidly expanded 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!

**Bridge Brands Chocolate™** is an active participant in the San Francisco Bay Area Community and beyond. We often provide donations of chocolate to worthy causes to help with fundraising efforts. A few of our most recent donations have gone to valuable local and national community organizations like: City of Dreams, The United Way, The Hungry Owl Project, Support for Families with Disabilities, Metropolitan Fresh Start House, The UCSF Blood Center, The San Francisco Department of the Environment, The Asian & Pacific Islander Wellness Center, The Bay Institute, The San Francisco Sheriff's Department, and The California Film Institute.

### **Visit The San Francisco Chocolate Factory Boutique**

The San Francisco Chocolate Factory Boutique, located in San Francisco's SOMA district, is a unique destination designed to fulfill all of your chocolate desires. The intimate atmosphere of the Boutique is a perfect backdrop for the exclusive products displayed on its shelves. The Boutique features the products made by Bridge Brands™ including our signature San Francisco Landmark tins, Wine Lover's and Coffee Lover's collections, decadent Earthquake Cakes and their Fair Trade Certified line, GAIA Organic Chocolate, all offered at 10% off the already reasonable suggested retail prices. We also proudly offer a wide selection of scrumptious treats from the best local and international chocolatiers, including hand made toffees, truffles and specialty bars. Hours of operation: Tuesday – Saturday 12-6:00 p.m.





## Our Family of Products

### Bridge Brands Chocolate's™ Tea Lover's Chocolate Collection



There's nothing quite like snuggling up with a warm cup of your favorite tea and a fluffy blanket. Well, unless you add our **Tea Lover's Chocolates** to the mix. Then we're talking a small slice of heaven!

Mellow tea needs soothing chocolate. The creamy texture of our **white chocolate** offers the perfect complement to the gentle nature of green tea. Spicy tea needs a spirited chocolate. The sweetness of our **38% milk chocolate** is a perfect balance to the zesty nature of Chai teas. Bold tea needs an audacious chocolate. Our **55% dark chocolate** discs are a lovely accompaniment to the robust nature of black teas.

## Bridge Brands Chocolate's™ Coffee Lover's Collection



Our **Coffee Lover's Collection** offers three different chocolate drops to pair with your favorite coffee beverages:

A creamy **38% milk chocolate** pairs best with a milky latte, cappuccino or macchiato; a mild **55% dark chocolate** is best paired with traditional drip or French-pressed coffees of light to medium roast; and a bold **72% dark chocolate** pairs best with a shot of espresso or a strong black coffee of dark roast.

## Bridge Brands Chocolate's™ Wine Lover's Collection



The natural affinity between dark chocolate and red wine is no secret: restaurants often pair after-dinner wines with chocolate desserts, and many desserts themselves incorporate both chocolate and flavors that are often found in red wine, such as berry, mint or coffee.

Our **Wine Lover's Chocolate Collection** takes this idea one step further, creating a way for people to experience the subtleties of wine and chocolate together without a lot of guesswork or pretension.

Try our **Wine Lover's Chocolate Collection**. Each cocoa blend pairs with a recommended red wine. Pick the percentage that pairs with your favorite red and enjoy the complimentary tastes of fine wine and gourmet dark chocolate.

## Bridge Brands Chocolate's™ got milk? chocolate Collection



Our bovine inspired tins, filled with our deliciously creamy milk chocolate, will bring a smile to your face even before you pop the first drop in your mouth. Who can resist the warm brown spots on this tin, much less the chocolate contained inside? Our **got milk? chocolates** also make great gifts for kids, or for that farmyard animal fan in your life.

Our **got milk? chocolate straws** work like magic to turn any glass of wholesome milk into a delicious chocolaty treat! Just sip the milk through our got milk? Chocolate Straw and let the cocoa beads inside the straw do the rest.

## Bridge Brands Chocolate's™ Gaia Organic Fair Trade Collection



Our **GAIA Organic Chocolates** are perfect for those looking to nourish their souls and nurture the planet at the same time. In three sumptuous flavors—Milk, Dark and Dark Espresso Chocolate.

Not only are these organic chocolates morsels a treat for the palate, they are also Fair Trade Certified™—grown using sustainable methods to promote a better life for farming families—and printed on recycled paper using soy-based inks.

### **Bridge Brands Chocolate's Book Lover's Collection**



One box of each of our three gourmet flavors—Dark, Milk and Dark Espresso—packaged in a handsome “volume” makes a fantastic holiday gift!

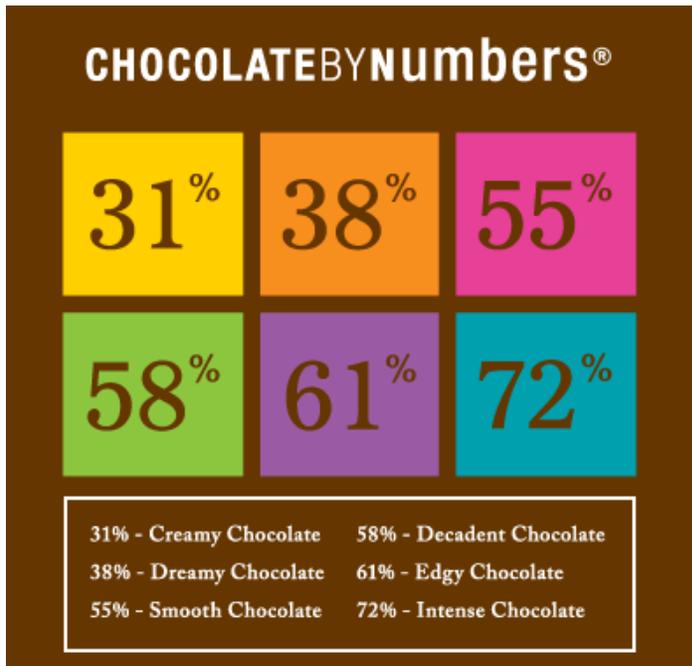
Bibliophiles love our classically designed **Book Lover's Chocolate Boxes**, which evoke the warmth of old-world leather-bound tomes. Chocolate lovers crave our smooth, rich gourmet chocolate drops.

For those who love both, these drops are easy to nibble while flipping through a favorite page turner!

As Charles Dickens once famously opined, *"there is nothing better than a friend, unless it is a friend with chocolate."* Here at Bridge Brands Chocolate, we have

our own variation on the quote: *"There is nothing better than a book, unless it is a book with chocolate."*

## Bridge Brands Chocolate's™ Chocolate by Numbers



With **Chocolate by Numbers**, we've made it simple for you to get your chocolate fix. Need some chocolate, but don't want the commitment of an entire bar? Want some sweetness without any fuss? Just follow the numbers and you'll get what you want! We've got milk, dark and even white chocolate conveniently packaged up in 1 ounce boxes. What's more, these are bite-sized discs, perfect for nibbling. Our **Chocolate by Numbers** boxes are ideal for your purse or stashing in your backpack.

You can choose from:

31% Creamy White Chocolate  
38% Dreamy Milk Chocolate  
55% Smooth Dark Chocolate

58% Decadent Dark Chocolate  
61% Edgy Dark Chocolate  
72% Intense Dark Chocolate

## Bridge Brands Chocolate's™ CocoaVinoso Collection™



Introducing: **CocoaVinoso**. This premium dark chocolate is blended exclusively from the highest quality cacao beans imported from around the world. Our dark chocolate can be enjoyed by itself, or as an added pleasure it can be paired with a select group of red wines. To truly enjoy **CocoaVinoso** and capture its essence, we suggest that you try some of our recommended pairings: a classic Port, an elegantly aged Cabernet, a refined Pinot, a soft Merlot, a distinct Syrah, and of course, the quintessential California Zinfandel. We hope that **CocoaVinoso** will become your favorite gourmet dark chocolate.

You can choose from our many dark chocolates that pair with:

54% - Pairs with Port

58% - Pairs with Merlot

55% - Pairs with Cabernet

61% - Pairs with Syrah

56% - Pairs with Pinot Noir

72% - Pairs with Zinfandel

## Bridge Brands Chocolate's™ Landmark Collection

Each of our gorgeous **Landmark Collection** tins possesses one of the most visually stunning locations in the USA. From our San Francisco tins featuring Alcatraz and the Golden Gate Bridge, to New York's bustling Times Square, from Paul Revere's famed Old North Church in Boston, to the Lincoln Memorial in Washington DC, these collectible tins contain 3.5 ozs. of our creamy milk chocolate or decadent dark chocolate drops.

At **Bridge Brands Chocolate**™ 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.bridgebrandschocolate.com](http://www.bridgebrandschocolate.com) to learn more. Join our blog and post a comment.

**Contact Us:**

For Press inquires:

Sandra Evans & Associates  
PR  
Bridge Brands Chocolate  
[sandra@andassociates-ca.com](mailto:sandra@andassociates-ca.com)  
Tel 415 887 9230

For Sales and Distribution Inquiries

Sales  
Bridge Brands Chocolate  
[sales@sfchocolate.com](mailto:sales@sfchocolate.com)  
Tel 415 677 9194 ext 245  
Toll Free 888-732-4626

main categories

- baking
- books
- chefs
- cooking
- drinking
- family fare
- green
- healthy
- news & gossip
- kitchen tools
- restaurants
- top 10 lists

## Got Chocolate Milk Straws?

by Carolina Santos-Neves

on 06/20/08 at 11:43 AM



I loved two things as a child. Well, I loved a lot of things, but pixie sticks (or is it Pixy Stix?) and chocolate milk were two of my favorites. I probably stopped eating them about 15 years ago; chocolate milk, on the other hand, will continue to be an addiction of mine until my time is up.

I drink the stuff especially when:

A) I want something chocolaty.

and

B) when I am feeling a wee bit old.

Does that make sense? Well, I felt like I was 12 again when a friend of mine gave me these new **got milk? chocolate straws**. I don't know what took the company so long to come out with this product, but basically it is a clear plastic straw containing tiny chocolate pellets. You pour the pellets into a tall glass of milk, watch the milk get all chocolaty, and use the straw to sip. I have one every day and I feel like I am 12 again.

Is there a food or ingredient that that brings you back to feeling like a kid again?

Tagged with: [Carolina Santos-Neves](#), [Chocolate](#), [Products](#)



## Book lover's chocolate

Posted Jul 23rd 2008 3:00PM by [Kristyn Pomranz](#)

Filed under: [Dessert](#), [Chocolate](#), [New Products](#)



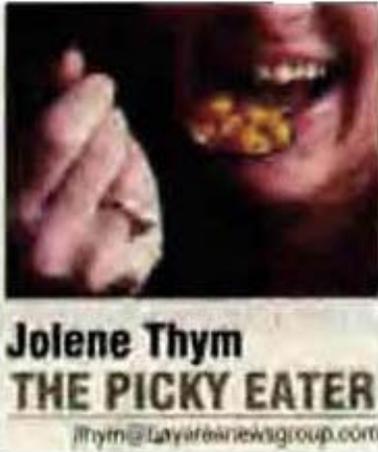
San Francisco Chocolate Company

Some associate San Francisco with Rice-A-Roni, cable cars, and the gay lib movement. I, however, take the shallow route and associate it with fine American chocolate. Between The San Francisco Chocolate Factory and Ghirardelli, San Fran is just about the only city in the contiguous United States that produces decent corporate chocolate. [Note that I said *corporate*; there are plenty of lovely indie chocolate shops around.]

To wit: Upon her return from the golden state, a colleague presented me with The San Francisco Chocolate Factory's new "[Book Lover's Chocolate](#)". The bookshelf-ready packaging evokes an old leather-bound novel (albeit a tiny one, at only 5 inches), and contains rounds of milk chocolate (also available in dark and dark espresso). The schpeel: "Chocolate has been proven to boost brain power, so let our luscious bite sized discs help you devour your new book while pleasing your palate." Uh, okay, whatever you say, Book Chocolate.

But lo, this book chocolate is divine! The disc shape is perfectly contoured for mindless tongue-palate melting (no impatient biting here!), and the flavor is so creamy and rich, they're like little poppable drinking chocolates. I also test-drove the chocolate's promise of enhancing any reading experience, and while they didn't make the oeuvre of Ann Coulter any more digestible, they sure make it more palatable.

**Tags:** [book lovers chocolate](#), [BookLoversChocolate](#), [chocolate](#), [chocolates](#), [dark chocolate](#), [dark espresso chocolate](#), [DarkChocolate](#), [DarkEspressoChocolate](#), [milk chocolate](#), [MilkChocolate](#), [san francisco chocolate company](#), [SanFranciscoChocolateCompany](#)



Reach Jolene Thym at 510-353-7008 or at [jthym@bayareanewsgroup.com](mailto:jthym@bayareanewsgroup.com).

**I**T WOULD BE terrific if kids would just belly up to the table and down their milk without a fuss. Some do, of course, but those who hate the stuff may need to latch their sticky fingers onto a Got Milk? Chocolate Straw, courtesy of some inventive minds at **San Francisco Chocolate Factory**.

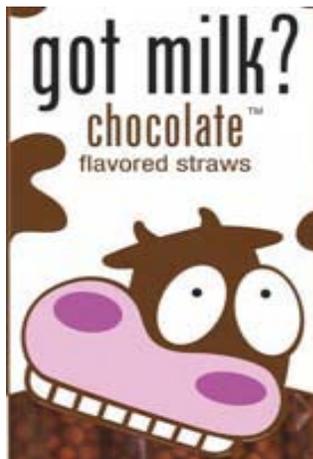
The straws are ingenious. They're plastic straws that are packed with tiny chocolate balls. As you suck milk through the straw, it dissolves the chocolate balls, delivering chocolate milk into your mouth.

No kid will want to leave any chocolate in his straw, so get ready to refill that glass. The straws have 217 calories each. They cost \$3.99 for a package of 10. For information, go to [www.sfchocolate.com](http://www.sfchocolate.com).



Got Milk? Got Chocolate. Got Straws.

Thursday, 06.05.08



**Got milk? Chocolate Flavored Straws**, recently released by The San Francisco Chocolate Company, are a great example of fun, functional packaging to bring out the kid in all of us (milk drinkers). Within a sealed, wider than normal straw, chocolate beads are encased. You simply put it into a glass and sip. We tried it with organic non-fat milk and soy milk. The straw is definitely for casual as well as hardcore chocolate milk enthusiasts. It's not overwhelming, but a healthy balance. I've been waiting for an accessible version of the overseas flavored milk straw product to make it to the U.S. – and it finally did! What do you think of the concept? Have you tried the Australian or European versions?

Tags: [Drinks](#), [Food](#)

by [Lilly Stein](#)

 [Comments \(0\)](#)

 [Mail This](#)

 [del.icio.us](#)

 [Food \(101\)](#)

# GOURMET WALKS ON CHOCOLATE

TUESDAY, SEPTEMBER 30, 2008

## Chocolate Milk: The Remix



It's birthday party time again and what mother doesn't get anxious over planning the menu? As for drinks, soda is a definite "no no" and juice boxes now irk the environmentalists and the health conscious. I even heard one mom saying that *cold* drinks are no good for kids. Who knew? At my son's next party, I'm going to go out on a limb and offer up an old drink with a new spin - Got

Milk Chocolate Flavored Straws by the San Francisco Chocolate Factory.

To keep my party on the greener side, I'll give each kid a clear plastic cup (BPA free of course) filled with cold, organic skim milk. And then for the good stuff - a plastic straw filled with tiny chocolate beads. Insert into milk and watch it transform from white to brown. Et voila - chocolate milk! That's what my son calls a "special treat."

I must be a little bit picky and say that the taste is not as rich and chocolatey as premixed chocolate milk. (In April, the *SF Chronicle* Taster's Choice deemed Berkeley Farms chocolate milk the best of the bunch.) In fact, I'd suggest small cups of milk to be sure you'll taste enough chocolate. Admittedly, it's a gimmick, but a very cute one. Given the effort it will demand from preschoolers, it almost counts as an activity. Combine that with a bouncy house and you've got an instant party!

POSTED BY ANDREA AT 2:43 PM 

LABELS: [BRIDGE BRANDS](#), [CHOCOLATE MILK](#), [GOT MILK](#), [KIDS DRINKS](#), [SF CHOCOLATE FACTORY](#)

## WELCOME!

I'm a chocolate enthusiast in San Francisco who also leads [chocolate tours](#) around the city. My blog covers the latest in chocolate tastings, products, recipes and people.

## SAN FRANCISCO GOURMET CHOCOLATE TOURS



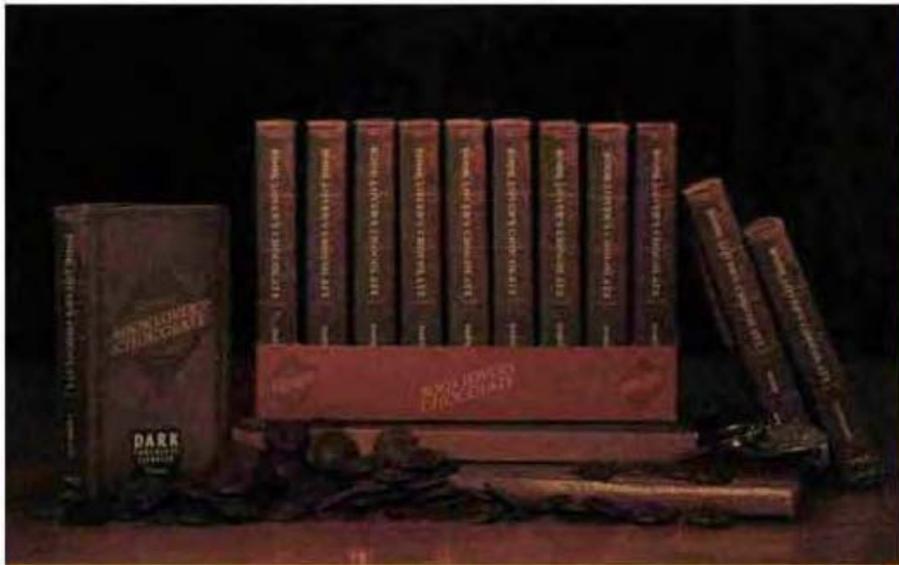
## LABELS

[Amano](#) (3)  
[Amedei](#) (1)  
[Askinosie chocolate](#) (3)  
[Belgian chocolate](#) (1)  
[Bridge Brands](#) (1)  
[British chocolate](#) (1)  
[Charlemagne](#) (1)  
[Charles Chocolate](#) (1)  
[Charles Chocolate Factory Tour](#) (1)  
[Chestnut Street](#) (1)  
[chocolate and peanut butter](#) (1)  
[chocolate bar](#) (1)  
[Chocolate Covered](#) (1)

**FANCY FOOD & CULINARY  
PRODUCTS**

Date: Tuesday, July 01, 2008  
Location: CHICAGO, IL  
Circulation (DMA): 24,900 (N/A)  
Type (Frequency): Magazine (M)  
Page: 52,53  
Keyword: San Francisco Chocolate Factory

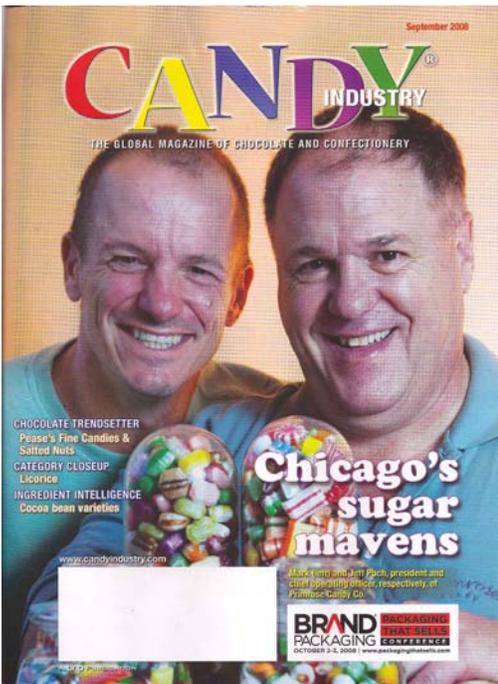
---



**Chocolate for Book Lovers**

The **San Francisco Chocolate Factory** (888/732-4626 or [www.sfchocolate.com](http://www.sfchocolate.com)) presents its latest product, Book Lover's Chocolate, featuring unique leather-bound book-in-a case packaging. It is available in milk, dark and dark espresso chocolate varieties. The company uses only the finest quality cocoa beans, gathered and imported from three different continents. Suggested retail: \$5.99, 2.12-oz. box.

**Summer Fancy Food #5230**



# CandyR&D

## NEW PRODUCT MARKETPLACE



complementary tastes, chocolate and wine are both high in antioxidants.

**INGREDIENTS:** 54% Cocoa: Semi-sweet chocolate (chocolate liquor, sugar, cocoa butter), soya lecithin, pure vanilla and vanillin (an artificial flavor).

**S.R.P.:** \$7.50 per 5-oz. tin.

### A gourmet pairing

**THE COMPANY:** The San Francisco Chocolate Factory, San Francisco

**THE PRODUCT:** Cocoa Vinoso dark chocolates

**THE HOOK:** The San Francisco Chocolate Factory has created premium dark chocolates, *Cocoa Vinoso*, to complement flavorful red wines. The chocolates vary in cocoa percentages and are made from high quality cocoa beans from all over the world. For example, 55% pairs with Cabernet, 72% with Zinfandel, 58% with Merlot, 61% with Syrah, 56% with Pinot Noir and 54% with Port. In addition to

## Abracadabra — turn milk into chocolate

**I**T WOULD BE TERRIFIC if kids would just belly up to the table and down their milk without a fuss. Some do, of course, but those who hate the stuff may need to latch their sticky fingers onto a Got Milk? Chocolate Straw, courtesy of some inventive minds at **San Francisco Chocolate Factory**.

The straws are ingenious. They're plastic straws that are packed with tiny chocolate balls. As you suck milk through the straw, it dissolves the chocolate balls, delivering chocolate milk into your mouth.

No kid will want to leave any chocolate in his straw, so get ready to refill that glass. The straws have 217 calories each. They cost \$3.99 for a package of 10. For information, go to [www.sfchocolate.com](http://www.sfchocolate.com).

**TO(MAY)TO:** Fresh, ripe tomatoes are a terrific source of antioxidants. But apparently when you dry, grind, then rehydrate those tomatoes, you get something entirely different — that just may be a whole lot better for men.

According to a study done at the University of Missouri, eating rehydrated tomato powder may guard against prostate cancer. The study, sponsored by the Prostate Cancer Foundation and the MU Agriculture Experiment Station Chemistry, suggests that tomato powder contains all of the antioxidants of fresh tomatoes, plus an additional substance called FruHis. Clinical studies on FruHis are the next step. If testing goes as planned, tomato powder could be the next super-food.

**JOLENE THYM**  
Picky Eater

If you're in the mood to jump the gun on the research, you can find tomato powder at **O&Co** stores, or online at [www.oliviersandco.com](http://www.oliviersandco.com). A 7-ounce jar is \$6.

### **PICKLES AND PEPPERS:**

Now's the time to unwrap your sandwich secrets for the **Mezzetta Make That Sandwich Contest**, an invitation to pile volumes of flavor on bread. The American Canyon-based company is looking for sandwiches of every ilk: hot, cold, inside out and upside down. Entries will be judged on appearance, taste, creativity and use of Mezzetta products, of course. The contest ends on Sept. 1. For details, go to [www.makethatsandwich.com](http://www.makethatsandwich.com).

### **WHERE'S THE STEVIA?**

Disappointment of any kind is tough to take. But I find that my taste buds are particularly sensitive when they expect one thing, but get another. That's what happened when I tried **Zevia**, the first soda pop sweetened with stevia, an herb also known as sweet leaf.

I couldn't wait to pop open the cans of root beer, cola, lemon-lime and orange. As I pulled out a cup and poured, I thought about how much I love Good Earth cinnamon tea, which is sweetened with stevia.

But when I tasted, I was instantly disappointed. The sodas aren't bad. They just don't taste like they are sweetened with stevia. When I read the fine print, I understood why. The sodas contain a second sweetener, erythritol.

Curious as to why they didn't stick with stevia as

their sweetener, I contacted the company and asked a bunch of questions. What he didn't say is that so many people don't like the taste of stevia — they say it has a bitter aftertaste — that the company added the other sweetener to improve flavor. Stevia sodas can be found at Mollie Stone's in San Francisco and health food stores. If you do decide to try this, I recommend the root beer. It's the best of the lot.

**P.S.** The Zevia rep I talked to also told me that I may soon get my wish — Coca-Cola will soon release an all stevia-sweetened soda called Truvia. I can't wait to try it.

Reach Jolene Thym at 510-353-7008 or at [jthym@bayarea.newsgroup.com](mailto:jthym@bayarea.newsgroup.com).



## what's new on chefmom

September 15, 2008

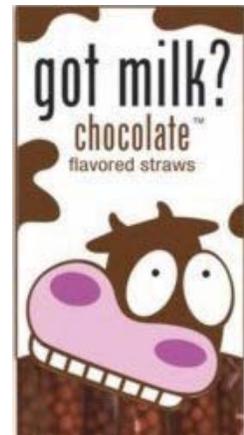
### [Healthy, kid-friendly lunchbox drinks](#)

Filed under: [Beverages](#), [Lunch](#), [Uncategorized](#) — Michele Thompson @ 4:23 pm

### San Francisco Chocolate Company's got milk? Chocolate Straws

Turn a calcium-rich serving of milk into a chocolatey treat with these convenient mess-free straws filled with yummy chocolate beads. All your kids have to do is sip the milk through the straws for a fun and healthy treat. Each straw adds a mere 27 calories and may be the perfect lunch accessory to get your kids to opt for bone-building milk instead of [carbonated beverages](#).

**Retail:** \$3.99 for 10 straws  
Available at [SFChocolate.com](http://SFChocolate.com)



## **The San Francisco Chocolate Factory is stirring up new products**

The San Francisco Chocolate Factory has introduced what is believed to be the first chocolate straw designed for US youngsters. The new straw is designed with "fun packaging" that is attractive to both parents and children. Chocolate has also emerged recently as having many health benefits, according to various studies. Also debuting is the new Booklovers Chocolate, with its unique leather-bound book-in-a case packaging and available in milk and dark and dark espresso chocolate varieties. 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. For more information visit [www.sfchocolate.com](http://www.sfchocolate.com).