

For Immediate Release

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**GUITTARD CHOCOLATE COMPANY INTRODUCES
COLLECTION ETIENNE BAKING BARS**
64%, 70% and 100% cacao chocolate for home bakers
*Fair Trade Certified * All Natural * Soy Free, Peanut Free & Gluten Free*
*Non GMO * Kosher*



Burlingame, CA; June 18, 2013 — Guittard Chocolate Company introduces Collection Etienne Baking Bars, newly developed fine chocolate used by professionals now available for the home baker. Handcrafted in Guittard's San Francisco Bay Area-based chocolate factory from the finest cacao from around the world, Collection Etienne Baking Bars deliver a complex chocolate flavor made from a proprietary blend of cocoa beans, delivering a unique chocolate for your baking needs. Collection Etienne Baking Bars are Fair Trade certified, all natural, peanut free, gluten free and Kosher. In addition, replacing soy lecithin with sunflower lecithin (a small amount which is used as an emulsifier) makes Collection Etienne Baking Bars completely soy free and Non GMO.

Guittard Chocolate Company Collection Etienne Baking Bars

64% Cacao Semisweet — A complex chocolate with peaks of tart fruit and cherry top notes. Floral aromatics lead to an astringent lingering sensation with chocolatey endnotes.

70% Cacao Bittersweet — Deep chocolate flavors linger throughout with bright red fruit and cherry notes. A tart aftertaste lends to an astringency that helps carry the peaky endnotes of this bittersweet chocolate into a deep chocolate finish.

100% Cacao Unsweetened — A distinct liquor that delivers flavors of fruit and spices amidst a deep base chocolate; bitterness gives way to a subtle floral sweetness adding a unique layer of complexity.

Three two-ounce bars come in each box and are scored for ease of use. Use Guittard's Collection Etienne Baking Bars in your favorite recipes or try the recipes that you'll find printed inside the box and online at Guittard.com.

Collection Etienne Baking Bars (MSRP: \$6.99 (3, 2-ounce bars per box) are available online at Guittard.com or at specialty grocery and retail stores starting July, 2013.

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About Guittard Chocolate Company

Guittard Chocolate Company is a San Francisco Bay Area chocolate maker celebrated for crafting world-class couverture chocolate based on traditional French methods. Founded in San Francisco in 1868, Guittard Chocolate Company is the oldest continuously family-owned and operated chocolate-making business in the United States. Guittard is an industry leader in its global efforts to promote sustainability of the environment of the cocoa-growing regions and the well being of cocoa workers.

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