

FOR IMMEDIATE RELEASE



10 Guittard Road
Burlingame, CA 94010

(650) 697-4427
(800) 468-2462

GUITTARD.COM

COLLECTION ETIENNE INTRODUCES NEW BLENDS AND NEW LOOK FOR ITS CHOCOLATE BAR COLLECTION

Burlingame, CA, March 2015—Striking new packaging signals the latest from Guittard Chocolate Company’s Collection Etienne line of fine chocolate bars. Four new blends have been added to the popular line. Both new and old favorites now come in resealable carton sleeves and a slightly larger 2.65 oz form.



Collection Etienne Chocolate Bars

Fair Trade Certified by FairTradeUSA.org, the bars are available in seven blends. Made from the finest cacao beans sourced for their quality and sustainability from farms around the world, each bar exemplifies the beans’ distinctive flavor notes. Pure 100% chocolate with vanilla as the only added ingredient, these chocolate bars celebrate the true artistry of chocolate making—a time-tested craft the Guittard family has cultivated since opening its doors on San Francisco’s Embarcadero in 1868.

Soleil d'Or 38% Cacao Milk Chocolate: a chocolate base with hot chocolate notes; lingering fresh dairy and nutty endnotes

Soleil d'Automne 45% Cacao Milk Chocolate, *2015 Good Food Award Winner*: a chocolate base with crème fraîche dairy notes and caramel apple top notes

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Collection Etienne Chocolate Bars continued

L'Harmonie 64% Cacao Semisweet Chocolate: a complex chocolate with peaks of tart fruit and cherry top notes. Floral aromatics lead to an astringent lingering sensation with chocolatey endnotes.

Épique 70% Cacao Bittersweet Chocolate: a deep chocolate base with dried red fruit notes and lingering anise endnotes

Quetzalcoatl 72% Cacao Bittersweet Chocolate: dark, rich flavors linger with a minimum of sweetness and notes of spicy coconut. Contains no added cocoa butter for a true 72%

Clair de Lune 85% Cacao Extra Bittersweet Chocolate: a mild yet deep chocolate flavor with cherry notes and subtle tannin endnotes

Nocturne 91% Cacao Extra Dark Chocolate: a multi-bean blend with a layered approach of red fruit and nut notes held up with a solid chocolate base

Collection Etienne Chocolate Bars (MSRP \$4.99/2.65oz) are available online at Guittard.com and at specialty grocery and retail stores nationwide.

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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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For interview requests, additional information or product samples, please contact DKPR, Inc.: Deborah Kwan (415) 586-4885; C: (415) 948-4370; dkwan@guittard.com