



February 6, 2009

VIVA COCOLAT

110 Petaluma Blvd North, Petaluma, CA 94952

(707) 778-9888

www.vivacocolat.com

Ultimate Chocolate Experience

Viva Cocolat Newsletter

CHOCOLATE: The Fuel for Love

'Tis the season for red, romance and rewarded pleasures from the warm glow of love, lust and libido. The staid recipe for romance includes soft music, candlelight, sweet prose, and the perfect sustenance to create a mood for intimacy. Historically foods have played an important role in creating and contributing to erotic excitement from ingestion to imagination.

The best known edible aphrodisiac is chocolate. The cacao bean was discovered thousands of years ago by the Aztecs and Mayans and ascribed aphrodisiac properties. The Aztec emperor, Montezuma, was said to have consumed 50 goblets a day of a chocolate concoction to fuel his sexual rendezvous.

Casanova reportedly consumed chocolate to boost his endurance before seducing his conquests. He considered it more stimulating than champagne and called it the "elixir of love."



The seductive properties of chocolate are enjoyed by both men and women. However, it appears that women are more susceptible to the effects of chocolate than men. The aphrodisiac element of chocolate lies in the naturally occurring amino acid, phenylethylamine, which is even said to "cure" hangovers. Phenylethylamine is naturally released in the body when you are in love, and consumption of chocolate can only enhance this feeling of well-being.

In addition, chocolate contains the stimulants dopamine and serotonin, both neurotransmitters in the brain, which alleviate pain and encourage the good mood feeling. Increases in serotonin, considered a love chemical, produces feelings of pleasure and well-being, rapid change in mood, increase in heart rate, and a rise in blood pressure, which borders the euphoric feeling usually associated with being in love.

Another element found in chocolate is theobromine, a chemical stimulant, which is a mild, lasting stimulant with mood improving effects. The darker the chocolate (higher cacao content) the more theobromine it contains. So go for the dark side for your best bet in romancing your mate. However, keep chocolate away from dogs and horses, as this chemical is poisonous to their systems.

No wonder chocolate is on the forefront for romantic rendezvous with its ability to increase pleasure chemicals in the brain, to the energy boosting qualities that increase stamina, to the fact that it just tastes good.

What more could you want? Well today's creative chocolatiers are wooing your lust and libido with flavor combinations to tantalize and stimulate any amorous encounter. Try chocolates flavored with any combination of the following selected aphrodisiacs for a stimulating experience, or pair your chocolates with foods made with them.

Aniseed – believed to have special powers by the Greeks and Romans, sucking the seeds is said to increase your desire.



Newsletter Spotlight

- **Chocolate: The Fuel for Love**
- **New Product Highlights**
- **To Your Health**

**Your
Valentine's
Day
Headquarters**

New Product Highlights

- **Passion Fruit Hearts**, flavorfully fruity
- **Barlovento Chocolates:** Mayan Hot Chocolate, Mint, Blackberry, and Ultra Dark flavors
- **Teddy Bear Truffles** in milk and dark chocolate ganaches ~ adorable and delicious
- **English Toffee:** toasted almond, nutty goodness; and ginger-infused, flavorful with heat of ginger at the finish

**FREE WiFi
at Viva Cocolat**

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CHOCOLATE: The Fuel for Love, *continued*

Almond – thought to induce passion in women, also a symbol of fertility, try it in marzipan (almond paste).

Banana – this phallic fruit is rich in potassium and B vitamins which contribute to sex hormone production. Aside from its lush creamy texture, it contains enzyme bromelain which enhances male performance.



Chilies – heat up and spice up your love life with peppers, chilies or curries. The capsaicin stimulates nerve endings to release chemicals, raising heart rate and possibly triggering the release of endorphins for a pleasurable natural high feeling.

Cinnamon – an aphrodisiac with properties to treat impotence in men. Mixed with red wine, cinnamon is considered a stimulant for both men and women.

Coffee – a stimulant in low dosages (beware: a depressant in large doses) to give that boost for more intimate activity.

Coriander – considered an aphrodisiac and appetite stimulant.

Fennel – contains natural plant estrogens, considered a libido enhancer.

Figs – considered a sexual stimulant, with the opened fig resembling the female sex organ. A man opening and eating a fig in front of his lover is a powerful erotic act.



Ginger – a stimulant to the circulatory system.

Ginseng – increases desire for physical contact.

Honey – sweeten a relationship, honey was also thought to cure sterility and impotence.

Licorice – the essence of licorice is 50 times sweeter than sugar, chewing bits of licorice is said to enhance love and lust. Particularly stimulating to women.

Nutmeg – considered an aphrodisiac, lightly sprinkle on food to spice up the evening.

Raspberries and **Strawberries** – the perfect finger food to hand feed your lover. Both fruits invite love, and are described as fruit nipples. High in vitamin C, combined with chocolate, a sweet dessert - you've got it made.

Vanilla – the scent of vanilla increases lust, it acts as a pheromone.

Wine – relaxes and helps stimulate the senses, lowers inhibitions. Pair robust red wines with dark chocolates. Let the wine wash over the melted chocolate on the tongue and enjoy the ecstasy. Modest amounts of wine will set the mood, but over doing the alcohol will have the reverse effect and deflate the libido.

Whether it's truffles, chocolate bars, chocolate fondue or desserts, **Viva Cocolat**, can help you on your quest for love, lust and libido with our extensive selection of artisan chocolates from world renowned chocolatiers.

Viva Cocolat, the Ultimate Chocolate Experience.

To Your Health

Drinking a cup of hot cocoa provides protection from the sun and natural elements, and helps to looking younger.

TRY VIVA COCOLAT'S HOT CHOCOLATES

- **Classic Hot Chocolate** made with real chocolate. The best in town.
- **European Sipping Chocolate**, decadent sinfully rich dark liquid chocolate. Liquid ecstasy in a cup.



If you love something, set it free. Unless it's chocolate. Never release chocolate.

- **Renee Duvall**

SAVE THE DATE ~ Sunday, February 22, 2009, 11 am–4 pm., for
Viva Cocolat's First Year Anniversary Celebration!