



February 15, 2009

VIVA COCOLAT

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www.vivacocolat.com

Ultimate Chocolate Experience

Viva Cocolat Newsletter

HAPPY FIRST ANNIVERSARY VIVA COCOLAT!

Viva Cocolat is thrilled to celebrate its first anniversary on **Sunday, February 22, 2009, between 11:00 am to 4:00 pm**. It's been a "sweet" first year and we look forward to the next twelve months. Stop by to help us commemorate this special event.

The following activities are planned for the day:

11:00 am - first one hundred guests will receive a **FREE** chocolate bar (the good stuff!)

11:00 am - be serenaded by Gordon Rowland, classical guitarist

11:00 am - 4:00 pm - take a dip in our chocolate fountain.

11:00 am - 4:00 pm - enter to win door prizes.

1:00 pm - meet Peter Brydon, chocolatier of Barlovento Chocolates, who makes the exquisite truffles: Mayan Hot Chocolate, Venezuelan Hot Chocolate, Mint, Blackberry, Ultra Dark, and other flavors!

2:00 pm - first one hundred guests visiting at this hour will receive a **FREE** chocolate bar (the good stuff!). One per guest per day, so if you got one at 11:00 am, please leave the rest to other guests.

Spread the word and see you soon!

FAREWELL TO JOSEPH SCHMIDT TRUFFLES

Joseph Schmidt, chocolatier, started the molded truffles revolution in the United States with his signature egg-shaped truffle. He began his business in 1983 in San Francisco. Hershey's purchased the Joseph Schmidt brand in November of 2005, after purchasing the ScharffenBerger brand previously. In November 2006, Hershey's purchased Dagoba, an organic chocolate bar manufacturer in Oregon. In January 2009, Hershey's announced the closure of both the ScharffenBerger and Joseph Schmidt manufacturing plants in the San Francisco area. The production of ScharffenBerger will be moved to Hershey's Illinois' plant. However, this month, Hershey's acknowledged that they will no longer manufacture the Joseph Schmidt products with production ceasing April 1st, and the doors closing on June 30th of this year. Viva Cocolat is greatly saddened by this decision, and looks forward to finding noteworthy truffles to replace the Joseph Schmidt jumbo truffles. **Stay tuned, we'll be having a Farewell Party for Joseph Schmidt before its extinction.** Take note and stock up on your favorites!

Newsletter Spotlight

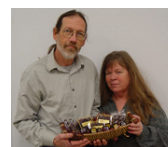
- **Viva Cocolat's First Anniversary Celebration**
- **Farewell to Joseph Schmidt Truffles**

Guest Participants

- **GuitarWork**
Gordon Rowland
85 Galli Dr, Ste #B
Novato, CA 94949
415-297-3542
www.guitarwork.com
- **Barlovento Chocolates**
Peter Brydon
www.barloventochocholates.com
510-238-8787



Barlovento Chocolates



If you've got melted chocolate all over your hands, you're eating it too slowly.

- Unknown

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