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MEDIA RELEASE:

**JOHN KELLY CHOCOLATES
LUXURIOUS IN EVERY WAY**

Hollywood, CA...) John Kelly Chocolates specializes in an exquisite selection of gourmet truffle fudge, a unique take on fudge that offers intense chocolate flavor and a rich, buttery texture. Each luscious bar is handcrafted from premium quality ingredients, and the luxury packaging makes this superb artisan fudge an ideal gift, or a special treat just for you.

When John Kelson and Kelly Green decided to open their own business, all options were open. Each had enjoyed a long and successful career, but they were ready to chart their own course, to find their passion. And what could inspire more passion than the hands-on, full sensory experience of chocolate making and a product that is so rich and luxurious it lends credence to the myth that chocolate was the food of the gods?

After searching for the perfect business opportunity, John and Kelly decided to purchase a tiny chocolate company, located in the heart of Hollywood, because they knew they'd found something special, an amazing chocolate fudge recipe that was vastly superior to anything they'd ever tasted. Unlike old-fashioned fudge, which tends to be grainy, this handcrafted fudge has the texture of pure silk, a creamy, melt-in-your-mouth experience that actually intensifies the deep chocolate flavor. And while ordinary fudge tends to be monotone in flavor, these amazing truffle fudge bars offer richly complex flavor notes, each rivaling the finest gourmet dessert. John and Kelly knew immediately that they had found a product poised for the luxury gourmet market.

John Kelly Chocolates launched in 2005. Since then, John and Kelly have updated or customized most of their equipment, and they have plans for expanding their operation, as well as their product line. They have also created all new luxury packaging. Their newly designed boxes have a chocolate brown base, and the satin-finish gold and bronze lids feature their trademark gold monogram. A chocolate-colored grosgrain ribbon adds an elegant finishing touch. In addition, they have expanded their offerings from four to twelve flavors, several featuring all natural, intensely aromatic cappuccino, orange, peppermint or raspberry flavor. A blend of premium quality ingredients and an almost magical formulation have come together to create one of the most lavish and luscious chocolate experiences imaginable, which is why John Kelly Chocolates' unique take on fudge has already garnered loyal fans across the spectrum, from chocolate devotees, to Hollywood elite, to patrons of the luxury retail market.

Located in Hollywood, California, John Kelly Chocolates' superb artisan fudge offers opulent flavor and a silky, truffle-fudge texture. Each bar is enveloped in a firm, semi-sweet chocolate coating, with the flavor ingredient hand-initialed in chocolate. These truly divine chocolates come in 12 different flavors, some with and some without nuts. They are available in 8oz. and 2oz. bars. Kosher certified, this exquisite truffle fudge is offered in various boxed assortments and gift towers, as well as a single bar for grab-and-go and a large slab for foodservice. John Kelly Chocolates can be purchased at up-scale gourmet food markets and elite retailers, such as Neiman Marcus, Bristol Farms and Central Market. Luxurious and sophisticated, John Kelly Chocolates' amazing truffle fudge offers a chocolate experience that is elegant in every way.

John Kelly Chocolates—Retail

Flavors: Cappuccino with walnuts
Caramel with walnuts
Chocolate with peanut butter
Chocolate with walnuts
Chocolate without nuts
Dark Chocolate with walnuts
Dark Chocolate without nuts
Mint without nuts
Orange without nuts
Raspberry without nuts
Vanilla with walnuts
Vanilla without nuts

Suggested Retail Price: Boxed

One 2oz. Truffle Fudge Bar—\$7.50
Two 2oz. Truffle Fudge Bars—\$10
Four 2oz. Truffle Fudge Bars—\$19
Eight 2oz. Truffle Fudge Bars—\$30
Twelve 2oz. Truffle Fudge Bars—\$41
Twenty-Four 2oz. Truffle Fudge Bars—\$72
One 8oz. Truffle Fudge Bar—\$14.50
Two 8oz. Truffle Fudge Bars—\$24

Suggested Retail Price: Gift Items

Small Tower—\$33.50
Medium Tower—\$55.50
Large Tower—\$92

Experience the Pure Pleasure of John Kelly Chocolates! For more product information, call: 323-851-3269 or email: service@johnkellychocolates.com or visit our website at www.johnkellychocolates.com.

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