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**FOR IMMEDIATE RELEASE:**

**JOHN KELLY CHOCOLATES  
INTRODUCES  
NEW POP DISPLAY CASE PACK**

Hollywood, CA (October 2007)—John Kelly Chocolates, maker of extravagantly delicious gourmet artisan fudge, has just introduced an eye-catching POP (Point of Purchase) Display Case Pack that has proved to be a winner.

“The response to our new POP Display Case Pack has been wonderful,” states John Kelson, President of John Kelly Chocolates. “Developed exclusively for the trade, each bar is packaged for individual sale, with a flavor label on the front and an ingredient label that includes the UPC on the back. The bright gold foil that we wrap around each luscious bar catches the eye, and the generous size of our chocolate-coated truffle fudge bars is hard to resist. Each display case pack contains one flavor of truffle fudge, such as Dark Chocolate, Peanut Butter or Orange, and there are twelve incredible flavors to choose from. Our new display case pack is a simple yet elegant presentation that offers golden, grab-and-go nuggets of pure chocolate pleasure.”

“We applied the same careful consideration in designing our POP Display Case Pack that we did in designing our elegant gift boxes, which have been a great success,” states Kelly Green, Vice President of John Kelly Chocolates. “The perfect complement to our gift boxes, our new display case pack is a dark chocolate brown with gold lettering, and when you lift the flap, a treasure chest filled with golden bars of luxurious chocolate—simply irresistible. Crafted from sturdy, highly quality materials, our new display case pack is compact yet accessible, providing a high return on a small amount of space. They are a great way for retailers to generate incremental business from John Kelly Chocolates, while introducing new customers to John Kelly Chocolates’ luxury gift boxes. Our POP Display Case Pack is currently in all Central Market stores and other fine retailers across the country.”

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Launched in 2005, John Kelly Chocolates is located in the heart of Hollywood, where they have a large celebrity clientele. Their rich artisan fudge is a blend of premium quality ingredients and an almost magical formulation, creating one of the most lavish and luscious chocolate experiences imaginable. They use several different varieties of chocolate in order to create blends that have a perfect balance of sweet versus bold chocolate flavor. They use all natural flavorings, including intensely aromatic orange, peppermint and raspberry extracts. A proprietary process creates the silky-smooth center, and the thin covering of semi-sweet chocolate is hand-initialed in chocolate with the flavor ingredient. These truly divine chocolates come in 12 different flavors, some with nuts, 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: Gift Boxes**

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 Towers**

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

Experience the pure pleasure of John Kelly Chocolates! Located at 1506 N. Sierra Bonita Avenue, Los Angeles, CA (near Sunset/La Brea). Hours are M-F, 9:00-5:30. For more product information, call: 323-851-3269 or email: [service@johnkellychocolates.com](mailto:service@johnkellychocolates.com) or visit our website at [www.johnkellychocolates.com](http://www.johnkellychocolates.com).