

Press Release for *Specialty Food Magazine*, June 2005:



The ChocolateSmith in Santa Fe, New Mexico, announces a line of wax-encased dark chocolate products unique in the confectionery world. The company combines a 70% dark chocolate selected for superior taste and texture, with mostly organic ingredients to create a delectable, firm dark chocolate ganache. This gourmet chocolate is cut into various shapes by kitchen artisans who then hand-dip each piece in layers of colored wax, producing an exterior that is both “weatherproof” (water and heat resistant) and eye-catchingly beautiful. The Backpackers bars are popular with outdoor enthusiasts and picnickers, as the chocolate inside the wax casing can withstand temperatures into the 90’s, quickly resuming its original firmness as it cools down. “No other chocolate on the market travels as well as ours,” claims company founder and president, Clif Perry.

The ChocolateSmith’s Backpacker bars sell to the upscale outdoor sporting market, whereas their elegant gold-leafed Signature Series bars and artistic Giftline of shapes and figures are targeted to the specialty food gift market. Their gourmet chocolate comes in six flavors: Dark Chocolate, Raspberry, Nuts and Berries, Peanut Butter, Orange Chili and Mucho Ancho. Products can be purchased directly online or wholesale through www.chocolatesmith.com.