

For Immediate Release

Coco-luxe Confections Introduces

The Caramel Collection

Three flavors: Butterscotch, Brown Sugar Praline and Shoo Fly Pie Caramels.

(San Francisco, CA – Oct 6th, 2008) – Bay Area chocolatier Coco-luxe Confections introduces The Caramel Collection, a sophisticated interpretation of the classic American Caramel featuring :

Butterscotch Caramels – made with real local butter this soft caramel is enrobed in white chocolate with a sprinkling of Sonoma Gourmet Salt. This rich butter caramel is delicate in flavor and texture.

Praline Caramels - like the Southern Pralines from which they were inspired these are brown sugar caramels. Made with local cream then enrobed in our rich milk chocolate, finished with a dash of Alaea Hawaiian salt. They are the most traditional in flavor.

Shoo Fly Pie Caramels - These rich, deep black strap molasses caramels were inspired by the rustic flavors that predate refined sugar. This caramel is enrobed in dark chocolate and complimented with Salish Smoked Salt.

Available in 3, 9 and 36 piece boxes for a suggested retail price of \$6.95, \$18.95 and \$67.95 respectively.

The Caramel Collection is available online at Coco-luxe.com, and also in the Coco-luxe Boutique and Hot Cocoa Bar in the Haight Ashbury district in San Francisco.

“I wanted to make a range of caramels with differing levels of intensity and compliment them with all American salts. I was inspired by memories of my favorite childhood candies. There’s something about biting into a gooey caramel that transports you back and speaks to the kid in all of us” says Coco-luxe founder Stephanie Marcon.

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