

For Immediate Release

COCO-LUXE CONFECTIONS INTRODUCES HOT Hot Cocoa Mix

(San Francisco, CA – January 30 2008) – Bay Area chocolatier Coco-luxe Confections introduces HOT. This all-natural hot cocoa mix requires only hot water to make a deliciously rich and thick hot cocoa. HOT is packaged with a striking pink stripe label on a classic white 1 lb tin with bagged mix inside. Between four and six servings per tin, depending on if the instructions are followed... or not. Suggested retail price of \$19.95

Inspired by memories of childhood days spent messing about in the snow, Stephanie Marcon set about creating the perfect hot cocoa mix. "I wanted to create the hot chocolate you crave as a child, so you feel like a kid who has been given a really special treat. I feel I have realized this in HOT."

What people are saying...

"I chose Coco-luxe's HOT (Chocolate) as my 'Best in Show' item [Fancy Foods Show 2008]. You see, I am a hot chocolate connoisseur! I have tasted them all. From the chocolate giants to the small independents and Stephanie's product is the best by far. You simply must try HOT!"

-- The Food Chronicles Blog

For more information, samples and visual materials please contact:
Amy Gosman amy@coco-luxe.com