



A Sweet Endeavours Company
News Release

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Award-Winning Chocolatines Launches New CHOCOUTURE Edible Diamond Collection

A Diamond a Day Can Make Women Stronger Each Day.

SCHAUMBURG, Ill, Feb. 11, 2009 – Chocolatines, an artisan chocolatier specializing in the creation of exclusive chocolate gifts, launches its new CHOCOUTURE line of made-to-order chocolate boutique creations that are edible and desirably wearable. The first collection to launch under the CHOCOUTURE line is the edible diamond collection, which showcases a diamond made out of sugar and set in 24k gold, white gold or rose gold hand-painted chocolates.

“If diamonds are a girl’s best friend, the CHOCOUTURE Diamond Collections are a girl’s guilty pleasure,” Chocolatines’ Director of Marketing Kasumi Wada says. “The Diamond Collection is the perfect way to leave a long-lasting impression of exclusivity and style. Whether it’s for love or for the love of all that scintillates, this collection goes above and beyond the traditional jewelry or chocolates.”

In addition to the Edible Diamond Collection, Couture handbags and shoes made with luxury chocolate are other boutique creations that are available under the CHOCOUTURE line. According to Wada, the inspiration for the new CHOCOUTURE line stemmed from the mother-daughter partners’ love for haute couture.

“My chocolates are meant to bring the joy that I experience when admiring the elegance and sophistication of couture jewelry,” Chocolatier Rieko Wada said. “Why not take my passion and create fashion and the result was the CHOCOUTURE line.”

Meanwhile, Chocolatines will donate a portion of the proceeds from the edible diamond collection to WINGS or Women in Need Growing Stronger, a community based organization that provides food and shelter to women and children who are victims of domestic violence.

Available in boxed quantities of four, nine and 16 pieces, the Edible Diamond Collection can be purchased online at www.chocolatines.com/diamonds.htm or at the Chocolatines Boutique in Schaumburg, Ill. For more information on any of the CHOCOUTURE products, call 224.653.2700 or visit www.chocolatines.com.

24k Gold Leaf Diamond Collection (single-malt Scotch ganache)

Sugar diamonds rest on a chocolate setting with edible 24k gold leaves painted by hand. This collection captures the essence of the distinctive and sophisticated mood of the CHOCOUTURE Diamond Collections. The single-malt Scotch ganache lingers on the palate and keeps you coming back for more.

- 16pc \$105
- 9pc \$60

White Gold Diamond Collection (Champagne ganache)

The luster of the white gold illuminates the radiance of each inimitable diamond. Savor the scintillation as the Champagne ganache slowly sweeps your palate.

- 16pc \$95
- 9pc \$55
- 4pc \$25
- 2pc \$12.⁵⁰



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Rose Gold Diamond Collection (Grand Marnier ganache)

The rose gold accentuates the elongated shape of the chocolate setting, while its color offers a striking contrast that showcase the brilliant diamonds. The inside is just as sweet.

- 16pc \$95
- 9pc \$55
- 4pc \$25
- 2 pc \$12⁵⁰

Chocolatines by Sweet Endeavours

Sweet Endeavours is an artisan chocolatier specializing in exclusive chocolate creations for gifts and special events. With a promise to provide the perfect chocolate pleasures, Chef Wada and her daughters established Schaumburg-based Sweet Endeavours and the Chocolatines line in 2004. Chef Wada's Asian heritage, design background and globe-trotting experiences provides for dynamic fusion flavors that are reflected in her chocolates made using Old World French pastry methods. Sensually appetizing and visually appealing, Chocolatines' chocolates are guaranteed to leave a long-lasting impression beyond the palate. Meanwhile, Wada continues to deliver signature chocolate creations that can only be found in the depths of one's imagination with the introduction of the new CHOCOUTURE line – first in class in both the luxury chocolate and fashion industries. Get ready to experience bliss with Chocolatines.

WINGS

For more than two decades, WINGS or Women in Need Growing Stronger has provided women and children who have left their homes and loved ones behind to escape domestic violence with unconditional emotional support and protection through their emergency and longer-term shelters. WINGS' all-encompassing services include support groups, education programs, health services and career counseling, so that each and every woman learns to become self-sufficient in order to care for her family. As a community based organization, WINGS has 24 apartments and shared-living homes across Chicago's north & northwest suburbs. Year after year, these residences are a home for hundreds of women and children providing a safe place where kids can learn, play and be kids. WINGS is committed to instilling women with the courage and conviction to put an end to domestic violence and giving children hope and comfort for a life without fear.

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