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RECCHIUTI CONFECTIONS RELEASES NEW, INNOVATIVE CHOCOLATE BAR PACKAGE
Gorgeous, Pouch-Like Package Makes it Easy to Enjoy Artisan Chocolate on the Go

SAN FRANCISCO – March 7, 2007 – Artisan chocolate lovers now have one more reason to rejoice. They now can enjoy three divine Recchiuti chocolate bars in an innovative, pouch-like package that allows consumers to break off a few pieces then tuck the rest of the bar back into the package. Unlike the traditional chocolate wrappers that get crumpled and, often times, allow some of the chocolate bar to fall through the cracks, this pouch allows you to enjoy a few pieces, whenever you want, then deposit the remainder of the bar into its elegant “sleeve” that travels nicely in handbags, briefcases and pockets.

“Aside from creating the best artisan chocolates we know how to make, Recchiuti Confections has always been committed to beautiful and innovative packaging,” said Michael Recchiuti, chef-owner of Recchiuti Confections, San Francisco’s premier artisan chocolate maker. “With the immense popularity of our bars, we decided it was time to take the entire bar experience to the next level. Our customers are thrilled with the new design.”

Recchiuti Confections offers three chocolate bars – the Bittersweet, which is 85% cacao; the Fève, which is 85% cacao and contains cacao nibs and the Dark Milk Chocolate, which is 55% cacao. All bars are 4 ounces and retail for \$7 each. A set of all three is also available for \$18.

The new package was created by the Engine Room (theengineroom.cc), a boutique design firm, located in San Francisco.

Recchiuti chocolate bars, as well as their other confections and Michael Recchiuti’s award-winning cookbook *Chocolate Obsession* (Stewart, Tabori & Chang), can be purchased online at www.recchiuti.com or in the company’s retail store in San Francisco’s Ferry Building Marketplace.

ABOUT RECCHIUTI CONFECTIONS

Founded in 1997, Recchiuti Confections is a San Francisco-based, independent artisan chocolates company. Recchiuti Confections – ranging from signature boxed chocolates to a variety of seasonal and specialty offerings -- are available at the flagship retail store in San Francisco’s Ferry Building Marketplace, as well as on the web at: www.recchiuti.com

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EDITORS NOTE: High and low res photography is available online at www.recchiuti.com. Click on “press” then click on “media kit.”