

## Choco-holics Rejoice...

**No Pre-Packed Boxes. No Boring Wrappers.**

**Just Fresh, Flowing Chocolate at SCHAKOLAD DAY**

**Orlando, FL (August 1, 2007)**

On September 20<sup>th</sup>, 2007 Schokolad Chocolate Factory, Orlando's fresh handmade European style chocolate shop is hosting the first annual SCHAKOLAD DAY – a decadent day like no other. The scrumptious Chocolate celebration is being held nationwide in all of the 32 individually-owned Schokolad stores in conjunction with the sale of the company's very first truffle 12 years ago.

To unite and salute devoted chocolate-lovers, Schokolad is serving up some sweet surprises for their customers. All customers who belong to the Schakoholic's Club (Schokolad's preferred members) will be invited to join Schokolatier(s) for an evening dripping with chocolaty-goodness. To become part of the Schakoholic's Club, customers fill out a short membership form at the time of their first purchase. Membership is complimentary and points on purchases accrue towards some sweet redemption.

Schokolad Day event kicks off with a three-tiered chocolate fountain, a bevy of Chocolate-Dipped strawberries saluting mouth-watering Freshness, Gorgeous Chocolate Truffles showcasing just some of handmade on-premises choices and the **official unveiling** of a new line of holiday-themed novelties which will prove to be some of the most unique, edible gift-giving items.

And, of course there is always the celebratory toast in chocolate champagne glasses. You can nibble while your drink...or vice versa.

"This community has embraced us as the premier European-style chocolate shop and we are absolutely thrilled. Our fresh, handmade chocolate is winning over new customers every day who were used to eating factory-packed or boxed chocolates. What better way to show our heartfelt appreciation than to open our stores and shower our customers with chocolate!", says **Edgar Schaked, Founder** of Schokolad Chocolate Factory.

Schokolad Chocolate Factory's secret recipe for success lies in the time-honored three-generation "art of chocolate making" – a unique approach that allows customers to actually watch the chocolate being made while they shop.

Schokolad was founded by Edgar Schaked and his father Baruch Schaked. A chocolate maker for 37 years, Baruch learned the business from his father-in-law, Gustavo Bar, owner of one of South America's largest chocolate companies. On his chocolate debut in America, the elder Schaked won first-prize awards for his truffles at the Fontainebleau Chocolate Festival in Miami.

All of Schokolad's 32 franchises around the country will take part in the first annual SCHAKOLAD DAY.

For More Information or Information on becoming a Schokolad Chocolate Factory Franchise Owner;

**Visit us online at [www.ChocolateFranchise.com](http://www.ChocolateFranchise.com)**

