



Golden Goodness for the Win!

ChuaO Chocolatier Wins New Product sofi™ Award in Milk & White Chocolate Category
Nearly 2,000 Products Competed for Top Specialty Food Association Award

Carlsbad, California (August 25, 2020) – Winner, winner, chocolate for dinner! ChuaO Chocolatier has won the new product award in the milk and white chocolate category as part of the Specialty Food Association’s (SFA) 2020 sofi™ Awards, a top honor in the \$158 billion specialty food industry.

Golden Goodness was one of 148 winners selected by a panel of specialty food experts from nearly 2,000 entries across 39 product categories. Products are judged on taste, including flavor, appearance, texture and aroma, ingredient quality and innovation. All tastings are blind. This year, for the first time, sofi™ judging was held at the prestigious Rutgers Food Innovation Center following strict safety guidelines.

“We are honored that Golden Goodness has won a Best New Product Award,” says Chef Michael Antonorsi, owner of ChuaO Chocolatier. “It was a joy to create something that has given (golden) light to so many during such a dark year. This is one of the ultimate stamps of approval and we’re very grateful.” To learn more about the inspiration and experience, [watch our video](#) or [visit our blog](#)! Golden Goodness can be found on our [website](#) and at Whole Foods Market, SoPac region.



"It's a privilege to continue the sofi™ Award tradition of recognizing extraordinary products and the people behind them," says SFA Interim President Bill Lynch. "Having great news to celebrate, like the sofi™ Awards, is revitalizing for all of us in this pandemic year. The sofi™ finalists represent our dynamic industry - exciting consumers and expanding retail offerings around the world."

The sofi™ Awards are open to members of the Specialty Food Association, a not-for-profit trade association with specialty food industry members across the U.S. The awards have been given each year since 1972.

ABOUT CHUAO CHOCOLATIER

Chua Chocolate was co-founded in 2002 by Venezuelan Master Chocolatier Chef Michael Antonorsi and his brother Richard Antonorsi. Named a Top 10 Chocolatier in North America by Dessert Professional Magazine, Chua Chocolate is on a mission to share joy with the world through deliciously engaging chocolate experiences. Chua offers milk and dark chocolate bars, mini chocolate bars, perfect for travel or a portion-controlled dose of chocolate love, drinking chocolates, bonbons, truffles and other gourmet confections. Committed to creating sophisticated, award-winning flavors using a proprietary blend of premium, responsibly sourced chocolate and high-quality ingredients, Chua crafts chef-inspired chocolates in an exceptional assortment of flavor combinations, including salty, uncured bacon in milk chocolate, crisp kettle cooked potato chips with smooth milk chocolate, and toasted panko breadcrumbs in delectable dark chocolate. Chua Chocolate's products are available at fine grocery and specialty retailers nationwide, as well as at ChuaChocolate.com and the company's Southern California boutique. Follow us on [Instagram](#) or [Facebook](#) to share our joy! To find your joy, visit ChuaChocolate.com

About the Specialty Food Association

Founded in 1952 in New York City, the Specialty Food Association (SFA) is the leading advocate for the \$158.4 billion specialty food industry. Representing makers, importers, entrepreneurs, retailers, distributors and others in the trade, the SFA aims to champion, nurture and connect its members to deliver traditional and innovative products to consumers that expand consumption of specialty foods. With over 4,000 member companies, SFA helps its members by providing information, research, educational events, and celebrating the industry through its awards programs. The SFA is known for hosting the Winter and Summer Fancy Food Shows and presents the sofi™ Awards honoring excellence in specialty food. Learn more at specialtyfood.com.

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