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FOR IMMEDIATE RELEASE

**INNOVATIVE CHOCOLATE PRETZEL PIZZA FINALIST FOR “BEST NEW PRODUCT”
FOR CADI AWARDS AT NATIONAL CHOCOLATE SHOW**

***Sweet Secrets Chocolate to Showcase Chocolate Pretzel Pizza at Chicago Fine
Chocolate & Dessert Show***

WHEATON, Ill. – September 25, 2013 – [Sweet Secrets™ Chocolate](#) will showcase their new *Chocolate Pretzel Pizza™* at the 2nd annual consumer [Chicago Fine Chocolate & Dessert Show](#) and trade [National Chocolate & Dessert Show](#). The unique creation is a finalist for “Best New Product” for the show’s Chocolate and Dessert Innovation (CADI) Awards. The winner will be announced at the start of the show. Consumers and industry professionals will have a chance to sample artisan chocolates offered by Sweet Secrets Chocolate at booth #506 during exhibit hours on October 18-20 at Navy Pier in Chicago.

Owners of Sweet Secrets Chocolate, Terri Kinney and Dede Barnicle, got the idea for their Chocolate Pretzel Pizza when they combined their kids’ love of chocolate and pretzels into a “pizza” full of their favorite sweet, snackable toppings. They took their signature pretzel bark, added a base of chocolate, and covered it with crunchy pretzel pieces, broken sugar cones, sugar-coated chocolate candies, chocolate cookie chunks, double chocolate chips, sprinkles and MORE chocolate. Their pizza’s crunchy pretzel “crust” is so loaded with toppings that a special mallet is included to break it up and eat it!

Each Chocolate Pretzel Pizza offers just the right amount of salty and sweet goodness. Enclosed in a signature pizza-style box, it can be customized for any company, gala or special event.

“We’re thrilled to bring our Chocolate Pretzel Pizza to the Chicago Fine Chocolate & Dessert Show since it’s quickly becoming our customers’ favorite new item,” said Terri Kinney, co-owner of Sweet Secrets Chocolate. “We’re seeing many parents send them to their college-aged kids as a care package or a treat before finals.”

Chocolate Pretzel Pizza Varieties

- **Chocolate Pretzel Pizza For One** – This delicious 3.5” treat serves as a “personal pizza” treat sure to delight any chocolate lover.

- **Chocolate Pretzel Pizza For Friends** – At 9” and 1.5lbs, this pizza calls for a special “chocolate-busting mallet” to break up the pizza into bite-size pieces. It’s a campus favorite for college students when sent as a care package.
- **“Party On” Chocolate Pretzel Pizza** – There’s always a reason to party when you have a 12.5”, 2.5lb chocolate pizza! This size pizza also includes the special “chocolate-busting mallet” to break up the pizza into bite-sized pieces. It’s not only a fun item to receive, but it’s a blast to break it up and eat! This size makes it a perfect gift for any occasion as it can satisfy the sweet tooth of 8-10 people.

The Chocolate Pretzel Pizzas are part of a full line of chocolate pretzel treats, truffles and more available in specialty stores and online at www.sweetsecretschocolate.com. The owners and several pretzel artists make each chocolate in small batches by hand, to ensure that every sweet treat is crafted with care. Visit the Sweet Secrets Chocolate Facebook page at www.facebook.com/SweetSecretsChocolate from October 18 to October 31, 2013 and “like” the page to receive a 20%-off coupon code good towards your next online purchase. To purchase tickets to the Chicago Fine Chocolate & Dessert Show for \$25, please visit [here](#).

About Sweet Secrets Chocolate

Sweet Secrets Chocolate is an artisan chocolate company specializing in chocolate covered pretzels, pretzel bark, chocolate pretzel pizzas and hand rolled truffles. The company was founded by Terri Kinney and Dede Barnicle, two friends with a passion for chocolate and an eye for detail. They combined their skills from The French Pastry School and business school and began making truffles in 2008. They have since expanded their product offerings which are available online and in select stores. Their chocolates are artfully made by hand. Each piece is finished to perfection using the finest ingredients and packaged with care. Their products are unique, delicious and memorable. For more information or to purchase a Chocolate Pretzel Pizza or other artisan chocolate creation, visit Sweet Secrets Chocolate at www.sweetsecretschocolate.com. It’s a secret that’s meant to be shared.

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