



## PRESS RELEASE

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### The Most Wonderful Time of the Year: Ethel M Chocolates Unveils Its 2019 Limited-Edition Holiday Collection to Celebrate the Season

*The 2019 Limited-Edition Holiday Collection Includes Delicious New Flavors and Classics, Perfect for Everyone on Your List*

**HENDERSON, Nev. (Aug. 15, 2019)** – [Ethel M Chocolates](http://www.EthelM.com), the Nevada-based craft chocolate division of Mars Inc. unveils its highly-anticipated 2019 limited-edition Holiday Collection. Exciting new festive flavors and treats include delicious **Dark Chocolate Cabernet Raisins**, **XO Cognac Truffles** made with *Remy Martin XO Cognac* and **Collectible Holiday Tins**. Each freshly-crafted chocolate comes in beautifully designed holiday packaging to spread holiday cheer all season long. The Holiday Collection will be available for purchase among Ethel M Chocolates locations and online at [www.EthelM.com](http://www.EthelM.com) beginning November 1.

“We are excited to reveal our newly crafted treats for this year’s limited-edition Holiday Collection,” said Mark Mackey, chief chocolatier for Ethel M Chocolates. “In addition to our unique new flavors, our chocolatiers continue to preserve the Mars family legacy by using the same family recipes and unmatched traditions dating back to over a century ago.”

Whether giving or receiving, Ethel M Chocolates always delivers a wide variety of gifts, perfect for everyone on your list:

- **For the Dark Chocolate Lover**  
Dark chocolate lovers will delight in the new **Dark Chocolate Cabernet Raisins** (\$15 for an 6-ounce box with decorative bow). A twist on a classic, these chocolates feature plump cabernet grapes drenched in exceptional dark chocolate.
- **For Kids**  
Kids will love the customizable **Advent Calendars** (starting at \$60), filled with their favorite Ethel M Chocolates, made with no artificial preservatives. Enjoy a daily treat while counting down the holidays with your loved ones.
- **For Groups**  
Plan ahead to bring merriment to your office, clients or holiday parties with the **Festive Chocolate Gift Crate** (\$125) or the 80-piece **Centerpiece Collection** (\$100), a gorgeous, copper foil box filled with an assortment of freshly-crafted Ethel M Chocolates. Volume discounts are available on orders of \$500 or more.
- **For Las Vegas Fans**  
Everyone loves Las Vegas. Gift family, friends or neighbors with a commemorative **Taste of Las Vegas** tin (\$30), filled with classic flavors that celebrate fabulous Las Vegas, such as the Almond Butter Krisp, Satin Crèmes and chewy Caramels.

- **Stocking Stuffers**

New chocolate bars, such as the Lemon Satin Crème-filled dark chocolate bar and creamy 1981 Peanut Butter bar, make great stocking stuffers (eight for \$20). The young and the young at heart will also revel in nostalgia with the original Mars Bars (eight for \$20) from 1932. Cognac lovers will savor **XO Cognac Truffles** (\$20 for a 5-piece box) — traditional dark chocolate ganache blended with *Remy Martin XO Cognac* for a delightful taste of brandy in every bite.

### **Retail Locations**

Ethel M Chocolates' flagship store, factory and cactus garden are located in Henderson, Nevada. Additionally, chocolate lovers can visit the Ethel M Chocolates Gift Shop inside the California Hotel & Casino in Downtown Las Vegas and McCarran International Airport at Gates C and D in Terminal 1 and Gates E in Terminal 3.

Southern California residents can now visit Ethel M Chocolates at the **new store and tasting room** located at the **Glendale Galleria** in Glendale, California. Additionally, a seasonal kiosk is located at the Beverly Center in Los Angeles.

For the full chocolate catalog and sweet news, visit Ethel M Chocolates online at [www.EthelM.com](http://www.EthelM.com) or follow us on [Facebook](#), [Twitter](#), [Instagram](#) and [Pinterest](#).

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### **About Ethel M Chocolates**

Ethel M Chocolates are manufactured by Mars Chocolate North America, dedicated to creating authentic chocolates with no artificial preservatives. Ethel M Chocolates are available in multiple locations throughout Southern Nevada, online at [www.EthelM.com](http://www.EthelM.com) or by phone at 800-438-4356. The Ethel M Chocolate factory and Botanical Cactus Garden are located at 2 Cactus Garden Drive in Henderson. For more information on the Botanical Cactus Garden, events, store hours, locations and ordering products, please visit us online or follow us on [Facebook](#), [Twitter](#), [Instagram](#) and [Pinterest](#).

### **About Mars, Inc.**

Mars is a family-owned business with more than a century of history-making diverse products and offering services for people and the pets people love. With almost \$35 billion in sales, the company is a global business that produces some of the world's best-loved brands: M&M's®, SNICKERS®, TWIX®, MILKY WAY®, DOVE®, PEDIGREE®, ROYAL CANIN®, WHISKAS®, EXTRA®, ORBIT®, 5™, SKITTLES®, UNCLE BEN'S®, MARS DRINKS and COCOAVIA®. Mars also provides veterinary health services that include BANFIELD® Pet Hospitals. Headquartered in McLean, VA, Mars operates in more than 80 countries. The Mars Five Principles – Quality, Responsibility, Mutuality, Efficiency and Freedom – inspire its more than 85,000 Associates to create value for all its partners and deliver growth they are proud of every day.

For more information about Mars, please visit [www.mars.com](http://www.mars.com). Join us on Facebook, Twitter, LinkedIn, Instagram and YouTube.

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## Holiday Collection 2019 Product List

### New to the 2019 Holiday Collection:

- **Dark Chocolate Cabernet Raisins**, plump, delicious cabernet grapes drenched in silk dark chocolate. \$15 for an 6-ounce box with decorative bow.
- **XO Cognac Truffles**, *Remy Martin XO Cognac* blended into a traditional dark chocolate ganache, made with just cream, a touch of salt and natural vanilla. \$20 for a 5-piece box. Presented in a copper gift box with a red ribbon.
- **Collectible Holiday Tins**, available in festive evergreen or holiday cactus trees representative of Ethel M Chocolates' flagship store and cactus garden, filled with 16 signature pieces. Starting at \$35.

### Holiday Gifts

- **Limited Edition Chocolates**, Holiday favorite White Chocolate Pumpkin Spice, White Chocolate Peppermint Silk, Dark Chocolate Egg Nog and Milk Chocolate Pecan Pie chocolates make a comeback, available all season long for any Design-Your-Own gift box.
- **Advent Calendars**, this Design-Your-Own treat can be mixed and matched with your loved one's favorite holiday treats to count down to the holidays. Starting at \$60.
- **Gourmet Hot Chocolate Tins**, rich hot chocolate with 100% gourmet chocolate shavings in a decorative tin and red bow. 14 ounces for \$20.
- **Pumpkin Spiced Pecans**, caramelized pecans generously coated in milk chocolate and pumpkin spice. \$18 for an 8-ounce box with decorative bow.
- **Peppermint Bark**, a seasonal favorite of crushed peppermint candy layered in a perfect blend of white and dark chocolate. \$18 for 8 ounces in a decorative box and bow.
- **Dark Chocolate Covered Almonds**, savory roasted almonds covered in rich, smooth dark chocolate. \$15 for 6-ounces in a decorative box and bow.
- **Dark Chocolate Covered Espresso Beans**, roasted espresso beans wrapped in luscious dark chocolate. \$15 for 6-ounces in a decorative box and bow.
- **Champagne and Cherry Cordials**, delicious chocolates filled with real cherries and real champagne, then airbrushed with cocoa butter. \$25 for a special 16-piece box with a decorative gold ribbon.
- **The Centerpiece Collection**, the grand finale for a family get-together or show-stopping centerpiece for your office holiday party, 80 pieces of assorted signature chocolates in a stunning copper box for \$100.
- **Chocolate Coins**, milk, dark and white chocolate coins are always a good idea for the holidays, sold in a 4.48-ounce bag, tied with a bow for \$12.

### Ethel M Chocolates' Signatures

- **Classic Copper Sampler** choose from Lemon Satin Crème, Sea-Salted Caramel or the Classic Sampler. Perfect for any palate. \$15 for the Cognac Truffles and \$12 for Lemon Satin Crème, Sea-Salt Caramels or the Classic Sampler of Ethel M Chocolates signature flavors in a beautiful gift-ready copper box.
- **Chocolate Covered Pecan Brittle**, small-batch pecan brittle, drizzled with ribbons of gourmet milk chocolate. 12-piece brittle starting at \$30.
- **Crème Liqueurs**, premium spirit-infused creamy centers, including rum, bourbon, crème de menthe and tequila to please everyone on your list. \$25 for 12 pieces.

- **Milk and Dark Chocolate Sea Salt Caramels**, chewy, copper kettle-made caramels drenched in signature milk and dark premium chocolate, finished by hand with a light sprinkling of French sea salt. The perfect salty and sweet combination. Starting at \$40 for 24 pieces.
- **Design-Your-Own Single and Double Layer Chocolate Assortment**, choose from over 40 of Ethel M Chocolates' signature pieces. Decorative holiday tins starting at \$35.
- **Chocolate Bars**, white, dark, milk and sugar-free chocolate bars make the perfect stocking stuffers or special gifts. \$20 for eight bars.
- **Classic Collection**, Ethel M Chocolates' most popular collection, 16 pieces of classics perfect for giving and receiving. \$30 for 16 pieces or \$50 for 32 pieces comes in a signature box with a red bow.
- **Festive Chocolate Crate**, the crate includes something for everyone: dark chocolate-covered almonds, milk chocolate-covered pecans, a classic 16-piece collection, a 12-piece satin crèmes and signature hot chocolate tin, all in a bow-topped crate for \$125.
- **Chocolate Covered Caramel Apples**, succulent Granny Smith apples coated in caramel, drizzled with premium chocolate, and dipped in your choice of peanuts or pecans. \$20 each.