



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 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 or follow us on [Facebook](#), [Twitter](#), [Instagram](#) and [Pinterest](#).

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 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. 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.