



ethelm.com

PRESS RELEASE

FOR IMMEDIATE RELEASE

Contact: Iolanda Focsa, 702.882.0312

ETHEL M CHOCOLATES KICKS OFF ITS 40TH ANNIVERSARY WITH A LUXURIOUS PACKAGING MAKEOVER AND NEWLY DESIGNED TRUFFLES

Gorgeous New Boxes Inspired by the Colors of the Desert, Just in Time for the Holidays

[\[CLICK HERE FOR ALL IMAGES\]](#)



HENDERSON, Nev. (August xx, 2020) – [Ethel M Chocolates](#), the Nevada-based craft chocolate division of Mars Inc., will be celebrating their 40th Anniversary in 2021 and is kicking off the celebration early with a couple of surprises. Starting with packaging, they have given their brown, sleeved boxes an updated look with a variety of alluring colors that represent the spirit of the Mojave Desert. The chocolatier drew inspiration from the warm hues of natural rock formations, the desert sky, and cool tones of desert blooms and cacti right from their backyard. Each chocolate collection will be available for purchase with its own colorful design beginning September 5, 2020 both in stores and online.

“As we worked through this refreshed look in time for our 40th Anniversary, we wanted to ensure the experience started as soon as you picked up and held a box of Ethel M Chocolates,” said Lisa Vannerson, Marketing and PR Manager at Ethel M Chocolates. “We created a signature look that celebrates and captures the true essence of the beautiful desert landscape surrounding Las Vegas - with an exterior that feels just as luxurious as our chocolates inside and all in time for the holiday season. Our new boxes speak for themselves, making an impressive gift to give to anyone on your holiday list.”

The reimagined packaging pays homage to the captivating color palettes of where Ethel M Chocolates calls home. The beauty lies in each detail from the complementing colored satin ribbon, to the timeless, gold foil type on the box. Additionally, each ribbon features a copper charm sealed with Ethel M Chocolates' monogram.

A Truffle Transformation

"As our design experts were working on the new look for packaging, the Ethel M Chocolatiers took the opportunity to enhance the look and taste of our beloved truffles, as well as incorporate local ingredients," said Mark Mackey, Chief Chocolatier at Ethel M Chocolates. "Super premium ingredients such as 100% KONA Coffee, California pecans, and Mojave Desert Wildflower Honey have raised the bar on our truffles that were already very popular."

Ethel M Chocolates' truffle transformation begins with the center composition. Each piece is made using the traditional chocolate ganache method, which blends their signature tempered chocolate with cream and a touch of butter for a silky-smooth finish. The truffles are then 'shell-molded', an effortful process in which a thin shell is created to provide a perfect balance of chocolate and ganache. Like a unique work of art, they are then finished off with a colored cocoa butter spray and wrapped up in the new crème toned packaging.

To explore Ethel M Chocolates' new look and learn more about each collection, please visit www.ethelm.com.

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 including Town Square, California Hotel and four shops at McCarran International. Ordering can also be done online at www.EthelM.com and 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®, 5TM, 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.

###

Media Contact:

BRAINTRUST

Iolanda Focsa, 702.882.0312

iolanda.focsa@braintrustagency.com