



PRESS RELEASE

FOR IMMEDIATE RELEASE

Contact: Iolanda Focsa, 702.862.4242 (ext. 321)

Give the Gift of Chocolate: Ethel M® Chocolates Announces Its 2020 Limited-Edition Valentine's Day Collection

The 2020 Limited-Edition Valentine's Day Collection Includes Collectible Heart-Shaped Boxes Filled with Classic Pieces or Their Favorites to Celebrate Loved Ones this February

HENDERSON, Nev. (Jan. xx, 2020) – The beloved tradition continues as [Ethel M Chocolates](http://www.EthelM.com), the Nevada-based craft chocolate division of Mars Inc., unveils its 2020 limited-edition Valentine's Day Collection. Create long-lasting memories with loved ones and friends while enjoying the decadent flavors of Ethel M Chocolates' hand-crafted signature pieces. From grinding the nuts to making the caramel, each chocolate is curated with the freshest ingredients. The Valentine's Day Collection will be available for purchase at Ethel M Chocolates locations in Nevada and California and online at www.EthelM.com beginning January 15.

"We're thrilled to bring back the traditional favorites for this year's limited-edition Valentine's Day Collection," said Mark Mackey, chief chocolatier for Ethel M Chocolates. "Each of our offerings is sure to appeal to your loved ones' taste from delicious dark chocolate to vanilla and milk chocolate flavors."

Ethel M Chocolates always offers a wide variety of gifts, perfect for any Valentine:

- **For Your Better Half**
Surprise that special someone with the 28-piece prepacked Large Heart Gift Box (\$50). Personalize this sweet gift with the Design Your Own (DYO) Heart Box and include all of their favorite pieces.
- **For the Strawberry Lover**
New this year, order a custom dipped box of the chocolate covered strawberries for in-store pick up as soon as two hours after placing the order. One box includes nine chocolate covered strawberries for \$35.
- **For Gal Pals**
Celebrate Galentine's Day with the five-piece samplers including the Classic Collection (\$12), Sea Salt Caramels (\$12) and XO Cognac Truffles (\$12).
- **For Kids**
Present little ones with the 14-piece prepacked Small Heart Gift Box (\$30) filled with classic pieces.
- **For Las Vegas Sports Fans**
Whether a Las Vegas local or just a fan, the new Vegas Golden Knights Tin (\$35) and Vegas Golden Knights Hockey Puck (\$15) make for unique gifts.

- **For the Ultimate Chocolate Lover**

Give the gift that keeps on giving with the Chocolate of the Month Club available in three-, six- and twelve-month increments (\$50/month).

The Valentine's Day Collection is available at all Ethel M Chocolates locations and online at www.EthelM.com or follow us on [Facebook](#), [Twitter](#), [Instagram](#) and [Pinterest](#). Ethel M Chocolates' flagship store, factory and cactus garden are located in Henderson, Nevada. Additionally, chocolate lovers can visit the Ethel M Chocolates Store at Town Square, 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 store is located at the Beverly Center in Los Angeles.

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®, 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.

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Media Contact:

BRAINTRUST

Iolanda Focsa, 702.862.4242 (ext. 321)

iolanda.focsa@braintrustagency.com