

FOR IMMEDIATE RELEASE

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**Cozy Up and Count Down to the Holidays with Ethel M Chocolates
Gourmet Hot Chocolate Mix and Your Own Personalized Advent Calendar**

2017 holiday products feature decorative tins and boxes, and new premium gift items

HENDERSON, Nev. (Nov. 1, 2017) – Ethel M Chocolates, the Nevada-based gourmet chocolate division of Mars Chocolates, is spreading sweet joy with an all-new lineup of specially-crafted gifts, including holiday-inspired collectible tins, gift-ready boxes, gourmet hot chocolate tins containing pure chocolate shavings, and a design-your-own premium advent calendar for you and your loved ones to count down to the holidays.

Eat. Drink. Share. And Be Merry!

Ethel M has extended their holiday gift offerings with two brand-new items including a 14-oz. tin festively decorated and filled with their signature gourmet hot chocolate mix, and a limited edition Advent Calendar that you can personalize with 24 of your favorite chocolate pieces. The gourmet hot chocolate tin is filled with the perfect mix of dark and milk chocolate shavings to be added with your choice of hot milk to make an epicurean cup of hot chocolate. While the Design-Your-Own Advent Calendar can be mixed and matched with yours or your loved one's favorite holiday pieces to help you count down to the holidays. Both items will be available online and in stores, and are ready to be gifted. The hot chocolate tin is priced at \$19.99 and the advent calendar at \$49.99.



Limited Edition. Holiday Favorites.

In addition to the hot chocolate tin and advent calendar, Ethel M offers an array of gifts for all. Themed with a jolly holiday design, Ethel M has designed a variety of gift-ready boxes containing premium chocolate snacks perfect for sharing. Select from milk chocolate pecans, dark chocolate almonds, dark chocolate espresso beans, and peppermint bark. The 8-oz. peppermint bark goes for \$14.99 and the remaining flavors, in 6 oz. boxes, are priced at \$9.99. Guests have the option to buy all four for \$40.



For those who are looking to enjoy the signature holiday flavors, including Pecan Pie, Pumpkin Pie, Peppermint Silk and Egg Nog, make sure to pick up a 12-piece Holiday Mix box, which can be purchased for only \$19.99

In addition to the 12-piece Holiday Mix Collection, Ethel M is continuing its tin collection with merry motifs. Choose from small tins filled with 12-piece chocolate pecan brittle, 16-piece pecan caramel raptures, 16-piece crème liqueurs, or Ethel M's 16-piece Classic Collection. Large tins are also available in 24-piece chocolate pecan brittle, 32-piece crème liqueur or 32-piece Classic Collection. Each pre-packaged small tin is priced at \$29.99 or \$120 for all four as a tower with a premium bow. Large pre-packaged tins are available for \$44.99 or \$130 for all three as a tower with a premium bow. Guests also can customize their tins with their favorite pieces in a tin for an additional \$5.

Spread holiday cheer amongst your colleagues and clients by purchasing Ethel M Chocolates as business gifts. Choose from pre-packaged signature collections or personalize your gift by designing a box or tin with their favorite pieces. Each gift and gift basket is shipped fresh with express shipping. All orders of \$500 and more receive volume discounts if they use code “BusinessGifts” with their order.

The holiday collections will be available for purchase on Nov. 1 at all Ethel M Chocolates locations and online at www.EthelM.com. Ethel M Chocolates’ flagship store, factory and cactus garden are located at 2 Cactus Garden Drive, Henderson, Nevada and retail shops can be found in Las Vegas in the California Hotel and at Gates A, B & C in Terminal 1 and Gates D and E in Terminal 3 at McCarran International Airport. For the full chocolate catalogue and sweet news, visit Ethel M online at www.EthelM.com or follow 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 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, Incorporated

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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