

'You're Hired!' Master Chocolatier, Paul A Young plays host to The Apprentice Finalists as they attempt to create a new brand of chocolate'

Submitted by: Nudge Communications LTD

Friday, 5 June 2009

Paul A Young, a leading British chocolatier, who is also ranked in the world's Top 10, was hired by Sir Alan to help one of the teams create a new brand of chocolate. The final task, which will be broadcast on BBC1 on Sunday night at 9pm, sees Kate Walsh and Yasmina Siadatan go head-to-head in an all-girl final to create, brand and market a new box of chocolates.

Paul advised on the flavour combinations, ingredients and type of chocolate to use, so the candidates and their assisting teams could work together to produce a fantastic range of chocolates with delicious and creative flavours to meet the brief set by Sir Alan.

As a result Paul A Young will be appearing in both 'BBC1's The Apprentice' which will be broadcast at 9pm on Sunday 7th June and as a panellist on 'The Apprentice: You're Fired!/Hired!' which is broadcast directly after the final at 10pm on BBC1. Both shows are expected to top this week's viewer ratings.

Paul is available on Sunday and throughout Monday for expert and entertaining interviews and comment on the show, the task, the chocolates, the contestants and the business aspects of this challenge.

To book a live appearance, arrange an interview or for more information please contact kate@nudgepr.co.uk on 07801 442 733

See <http://www.paulayoung.co.uk> for more information on Paul A Young Fine Chocolates.