

# IT'S CHOCTOBER NEXT MONTH AS THE NATION CELEBRATES CHOCOLATE WEEK

Submitted by: Nudge Communications LTD

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## CHOCOLATE WEEK 2010 - CELEBRATING REAL CHOCOLATE

Chocolate Week, the nation's favourite themed week, is back. From 11th -17th October, Chocolate Week promotes the UK's exceptional chocolatiers, the fantastic chocolates they produce, and our wonderful, indulgent chocolate shops.

The week is "choc" full of talks, tastings, demonstrations, sampling, chocolate-themed meals, chocolate cocktails, sculptures, recipes and much more, and culminates in a dedicated chocolate show, Chocolate Unwrapped (<http://www.chocolate-unwrapped.co.uk>), at Vinopolis on 16th & 17th October.

Chocolatiers and chocolate shops all across the UK are taking part - including Artisan du Chocolat, Auberge du Chocolat, Charbonnel et Walker, Chococo, Demarquette, Divine, Duffy Sheardown, Gorvett & Stone, Hotel Chocolat, La Maison du Chocolat, Lucky's, Melt, Paul a Young, Rabot Estate, Rococo, Thorntons, William Curley, and many more.

Events are taking place around the country from Scotland down to Brighton with the highlight as Chocolate Unwrapped; stands from top chocolate companies, talks from authors and chocolatiers, chocolate experiences and a stunning exhibition of chocolate art. William Curley will be setting up shop at Claridges and creating his signature chocolate mousses and pastries for the hotels famous afternoon tea, exercise your chocolate knowledge and tasting skills in the chocolate week quiz, attend tasting events in chocolate shops, food halls, Selfridges, Harvey Nichols, Harrods and Fortnum & Mason. A gastropub in Worcestershire will be attempting to break the Guinness World record for rolling the largest chocolate truffle. Hotel Chocolat will be launching a series of comparative chocolate tastings, Divine are collaborating with top chefs such as Tom Aikens and Richard Bertinet, Thorntons will be offering a free continental chocolate to everyone who comes into their shops during the week, Eric Lanlard will be sharing his chocolate baking tips, Brown's Hotel will be offering chocolate pedicures in their spa, Artisan du Chocolat will be making chocolate from the bean with their customers and Betty's of Harrogate will be holding chocolate classes. Full details of the hundreds of events taking place can be found at Chocolate Week (<http://www.chocolate-week.co.uk>)

Chocolate Week is going to be a truly wonderful, incredibly delicious week of real chocolate.

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- [www.chocolate-week.co.uk](http://www.chocolate-week.co.uk)
- [www.chocolate-unwrapped.co.uk](http://www.chocolate-unwrapped.co.uk) Tickets available £10 on the door, or £7.50 in advance from: [www.ticketweb.co.uk/user/?region=xxx&query=schedule&promoter=chocolateweek&interface=chocolate\\_week&referral\\_id=cv](http://www.ticketweb.co.uk/user/?region=xxx&query=schedule&promoter=chocolateweek&interface=chocolate_week&referral_id=cv)
- Chocolate Week is sponsored by and wouldn't happen without the support of Hotel Chocolat, Divine and Thorntons.

Contact [kate@nudgepr.co.uk](mailto:kate@nudgepr.co.uk) mbl: 07801 442733 for more information on Chocolate Week, images or for an

informed spokesperson to talk about chocolate and the UK chocolate industry.