

# PAUL A YOUNG FINE CHOCOLATES OPEN FLAGSHIP SOHO CHOCOLATERIE

Submitted by: Nudge Communications LTD

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Paul a Young Fine Chocolates (<http://www.paulayoung.co.uk>) is thrilled to announce that its new flagship chocolaterie opens today, 14th June. Paul's third shop brings his range of filled chocolates, truffles, flavoured bars and brownies to Soho. His superb eye for design and attention to detail has created one of the most stunning chocolate shops in London.

Paul will be offering his famous, award-winning classics including his acclaimed sea salted caramels, dark chocolate truffles and marmite chocolates sitting alongside a new collection for summer. This latest seasonal range includes 'tomato, basil & olive oil', 'orange & tarragon', 'carrot cake', 'St Germain liqueur with elderflower', 'wild strawberry, balsamic & black pepper', 'black sesame tahini' and 'rare jasmine tea & ylang-ylang'. The summer collection also includes a summer pudding chocolate dessert truffle created with a gorgeous berry and basil compote, a raspberry liqueur ganache and a layer of crunchy caramelized hazelnut, all encased in a white chocolate dome.

This luxurious new chocolaterie is decorated in rich purple with vibrant splashes of gold and a wall of Cole & Son cocoa pod wallpaper. The eye-catching centrepiece is a round wooden table made from reclaimed elm with a dramatic custom made chandelier suspended above. For all of his chocolate worshipping customers, another striking feature is a large, wooden church alter displaying Paul's heavenly creations. Everything except the London-made chandelier is recycled, reclaimed or upcycled.

Since opening his first chocolaterie in Islington in 2006, Paul has experienced unparalleled success. He quickly opened a second London shop, appeared on a wide variety of television programmes, published his first book 'Adventures with Chocolate', and has won dozens of national and international awards, both for his chocolates and his book – including a Gourmand Award for the Best Chocolate Book in the World.

Paul's passion and ethos for delivering the best hand-made chocolates hasn't wavered since opening his first shop. He's still committed to producing fresh chocolates, by hand, using traditional techniques on-site at each of his chocolateries. Natural ingredients infused into liquids, herbs and spices, organic pure distilled essential oils and fresh fruits are all used with strictly no preservatives and additives.

Paul is the first of the new wave of artisan independent chocolatiers to open a third shop. His sumptuous chocolaterie and award winning chocolates will be a perfect addition to this vibrant corner of the capital.

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- [www.paulayoung.co.uk](http://www.paulayoung.co.uk)
- Flagship chocolaterie: 143 Wardour Street, Soho, London, W1F 8WA Tel: 020 7437 0011
- Paul's other chocolateries at 33 Camden Passage, N1 8EA and 40 Royal Exchange, Threadneedle Street, EC3V 3LP
- Prices: 1 choc £2, 4 piece box £6.50, 9 piece £14.00, 15 piece £22.00, 24 piece £34.00 & 35

piece £47.50. Most bars £3.85, Pave £11.95, Brownies £3.75, Ice cream .

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