



**FOR IMMEDIATE RELEASE**

**Ghirardelli INTENSE DARK™ Announces Winner of its “Bring Your Dark to Light” Contest**

*Ohio Fan-Inspired, Hazelnut Heaven, Joins the INTENSE DARK™ Line Next Year*

**San Francisco, CA** (September 27, 2010)– INTENSE DARK™ CHOCOLATE, Ghirardelli's premium dark chocolate, announced consumer-inspired *Hazelnut Heaven* as the winner of its *Bring Your Dark to Light* contest. The contest, which launched in May, invited chocolate lovers to use their imagination to create the next INTENSE DARK™ chocolate flavor. *Hazelnut Heaven*, a divine combination of crunchy, deep roasted hazelnuts and luscious dark chocolate, was submitted by Madelyn Callender of Kettering, Ohio. In total, over 230,000 dark chocolate lovers voted in the contest. Callender's creation ultimately received the most votes and was chosen as the next INTENSE DARK flavor.

“This contest was a way to give dark chocolate lovers a say in the next INTENSE DARK flavor,” says Mona Maher, Vice President of Marketing for Ghirardelli Chocolate Company. “We're thrilled to be able to deliver what they've asked for and think *Hazelnut Heaven* will be the perfect addition to our current line of premium dark chocolate.”

This summer, a panel of three expert judges, including Alice Medrich, the first lady of chocolate; Jonathan Lindenauer from “Bon Appétit” magazine; and Ghirardelli's own head chocolate maker, Kevin Tamaki, hand-picked the five most mouth-watering flavors. Consumers voted and with nearly 80,000 votes, crowned *Hazelnut Heaven* as the next INTENSE DARK flavor.

“All five finalists' creations sounded amazing—from cherries to chili – they all fit with Ghirardelli dark chocolate. I feel honored that people selected my *Hazelnut Heaven* as the next INTENSE DARK flavor,” says Callender. “I'm so excited for people to try my new flavor next year. I hope people will love it as much as I do.”

As the creator of the winning INTENSE DARK flavor, Callender will enjoy a trip to San Francisco, a private tour of Ghirardelli, a weekend in Napa Valley, as well as a \$1,000 shopping spree. She'll also see her creation on shelves next year beside the other Ghirardelli Intense Dark™ chocolates, which include:

- **Twilight Delight™**: A luxuriously deep and velvety smooth 72% cacao bean blend.
- **Evening Dream™**: A milder, yet perfectly balanced 60% cacao dark chocolate.
- **Midnight Reverie™**: An intense, yet harmonious, full bodied blend of 86% cacao.
- **Espresso Escape™**: Velvety 60% cacao dark chocolate infused with finely ground deep-roasted espresso beans.

- **Toffee Interlude™**: A sweeter dark chocolate perfectly blended with crunchy toffee and caramelized almonds.
- **NEW! Sea Salt Soiree™**: A blend of sweeter dark chocolate, crunchy almonds and bursts of sea salt for the perfect salty-sweet indulgence.

INTENSE DARK bars contain 3.17oz to 3.5 oz of chocolate and retail for approximately \$2.99. INTENSE DARK chocolates are also available in bags containing 4.12oz to 4.87oz of individually wrapped chocolate, retailing for approximately \$3.99. Both are available everywhere you shop, including at Walmart, Target, Safeway, Kroger, Publix, Stop & Shop, SuperValu, Wakefern, Shoprite, Walgreens, CVS/pharmacy, Rite Aid, Cost Plus World Market, Border's, and at [www.ghirardelli.com](http://www.ghirardelli.com).

For more information about the *Bring Your Dark to Light* contest visit [www.newintensedark.com](http://www.newintensedark.com).

### **About The Ghirardelli Chocolate Company**

The Ghirardelli Chocolate Company is a manufacturer and marketer of premium chocolate products. Incorporated in 1852, Ghirardelli has an incredibly rich American history. As the country's longest continuously operating chocolate manufacturer, Ghirardelli has established its position as America's Premium Chocolate Company with more than 150 years of chocolate making experience. Ghirardelli's product line includes its signature SQUARES™ chocolate, INTENSE DARK™ chocolate, LUXE MILK™ chocolate, Ghirardelli Chocolate Bars, other chocolate confections, baking chocolate and beverages. These items are sold through select specialty stores, grocery stores, drug stores, mass merchandisers and department stores. In addition, Ghirardelli sells a line of premium chocolate, syrups and drinks for the Food Service channel. Ghirardelli currently owns and operates 14 retail stores in five states, including the original Soda Fountain & Chocolate Shop located in San Francisco's historic Ghirardelli Square. For more information about Ghirardelli, visit [www.ghirardelli.com](http://www.ghirardelli.com).

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