

# DALLAS CHOCOLATE FESTIVAL 6

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## Media Inquiries

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For Immediate Release

## Dallas Chocolate Festival 2015: The Art of Chocolate

**July 14, 2015 - Dallas, Texas** - Eager chocolate enthusiasts from Texas and beyond will convene at the Addison Conference Centre on September 12<sup>th</sup> to celebrate the sixth annual Dallas Chocolate Festival. This year's theme: The Art of Chocolate. DallasChocolate.org is building on the record-breaking vendor participation and attendance from the 2014 festival to showcase innovative chocolates from around the world and the stories that go with them.

In just the past few years there has been a revolution in the way people experience chocolate. Local trailblazing chocolatiers like Chocolate Secrets, Elegantly Chocolate, and Kate Weiser Chocolate have elevated the traditional bonbon into miniature pieces of art that look every bit as beautiful as they taste. At the same time, bean-to-bar chocolate makers like Art Pollard of Amano Artisan Chocolate are creating hand-crafted goodness with carefully sourced ingredients and masterfully refined techniques. The distinct flavors of these bars elevate the traditional treat into pieces of culinary craftsmanship.

In addition to bonbons and bars, there will also be sculptural wonders like the signature chocolate shoe from CocoAndré Chocolatier, and whimsical flavor combinations like Bark Chocolate's milk chocolate and gummy bears. Taken as a whole, they will showcase how industry innovators are pushing chocolate to new and interesting levels.

DallasChocolate.org founder, Sander Wolf, explains, "Of course there are a lot of chocolate lovers out there. So going to a festival where you get to try a lot of chocolate samples has huge appeal. But, once people arrive and try single-origin Ecuadorian chocolate from Pacari, or the innovative Brazilian treats from Nina Brigadario; it's like a light bulb goes on. They begin to understand that a \$7 bar of chocolate is a wholly different experience than a candy bar they get out of a vending machine -- and they can't

wait to try some more.” At its heart, that has always been the Festival’s goal: to educate the public about the artistry of chocolate, one bar at a time.

The 2015 Dallas Chocolate Festival is lining up more vendors and floor space than ever before. Local favorites Dr. Sue’s Chocolate and Haute Sweet Patisserie will share the floor with nationally recognized chocolate makers like Escazu from North Carolina, and Dallas’ own bean-to-bar maker, Sublime Chocolate. The festival is sponsored by Whole Foods (Addison), D Magazine, Guittard Chocolate Company, Callebaut, Valhrona, TCF Sales and Witmer Group.

Tickets go on sale on July 20, 2015 at <http://dallaschocolate.eventbrite.com>. All tickets include access to the vendor hall (with samples), food trucks, lectures and presentations, the Callebaut Interactive Children’s Table, silent auction, and the gift shop. General Admission tickets are \$25, children’s tickets are \$5, and VIP tickets are \$75. VIP tickets include exclusive early access to the sampling floor, a goody bag, t-shirt and more. Parking is free.

For more information, go to [www.DallasChocolate.org](http://www.DallasChocolate.org)

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