



April 2011

Philadelphia Chocolate Tours



Spring is in the air, and chocolate is on the menu!



Philadelphia Chocolate Tours

Take a guided walking and tasting tour of select chocolate shops, bakeries, and cafes, and enjoy the sweetest tour in town! We tour 52 weeks a year, on public and private tours, and our mission is Uplift Through Chocolate!

www.philadelphiachocolatetours.com

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Hello!

I hope you've had a toasty and tasty winter as we look forward to spring!

Exciting news:

- * We're offering exciting Chocolate & Flower Tours for Mother's Day.
- * I've just returned from Italy, with sights & sweets to share with you.
- * to celebrate our Chocolate & Flowers Mother's Day tours we've found a recipe for stunning Chocolate Roses,
- * we're recommending several sweet events near you.

Please enjoy our newsletter, and best wishes for a delicious April!

Onward and upward!

Your friend in chocolate,

Valerie



Valerie Beck
President, Founder, and Chief Executive Chocolate Lover of Philadelphia Chocolate Tours

1. Chocolate and Flowers!

Join us for Chocolate and Flowers Tours during Mother's Day weekend!

Chocolate and Flowers Tours!

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6. Help Wanted:
Get Paid to Eat
Chocolate!

Uplift Through
Chocolate!

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Learn more about our participating stores and chocolate friends at philadelphiachocolatetours.com/links, and see a list of which stores are on which routes at philadelphiachocolatetours.com/tours-and-schedules.

What: Celebrate Mother's Day, flowers, and chocolate on our special additional tours featuring extra chocolate, plus a flower for every mom!

When: Mother's Day weekend, May 7 - 8:

- Saturday, May 7, 4:45 pm
- Sunday, May 8, 4:45 pm

The above special tours are in addition to our [regular tour schedule](#) of year-round delicious Philadelphia Chocolate Tours!

Advance registration please.

Visit: Stores on this special route include -

- Marcie Blaine Arisianal Chocolates, featuring flower-inspired flavors
- Teuscher, featuring fantasy flower boxes
- R2L, with a great view of the city
- C19, Philadelphia's only Venetian style cafe
- John & Kira's, our visiting chocolatier

Stores subject to change due to store hours, etc.

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Cost: \$50 per person. (This is a special limited-edition tour, so no Goupons please.) [Purchase tickets with us online](#) or at 215-833-0044, or [contact us](#) with questions.

Here's to a sweet Spring!

We offer public and private chocolate tours every week. Our routes go through the vibrant Center City and Rittenhouse Square neighborhoods Rain, snow, or shine! Details are at www.philadelphiachocolatetours.com/tours-and-schedules/. The tours are perfect for corporate outings, bachelorette parties, or just a fun day out with your mom or dad, sister, or sweetie!

Live or traveling in Chicago or Boston? Check out our sister companies [Chicago Chocolate Tours](#) and [Boston Chocolate Walking Tours!](#)

More scenes from Philadelphia Chocolate Tours - "the sweetest tour in town:"

2. Valerie's trip to Italy, March 2011

Philadelphia Chocolate Tours founder Valerie Beck is back from 2 sweet weeks in Milan, Venice, Florence and Rome! Below, she shares some of the sights & tastes she discovered:

Ciao from Milano



The best part about this scrumptious coffee/hot chocolate/whipped cream drink in **Milan**: the chocolate spoon, which melts sumptuously into the drink with every stir! Oh, and the fact of drinking it in Milan is incredibly fabulous too.

Ciao from Venezia



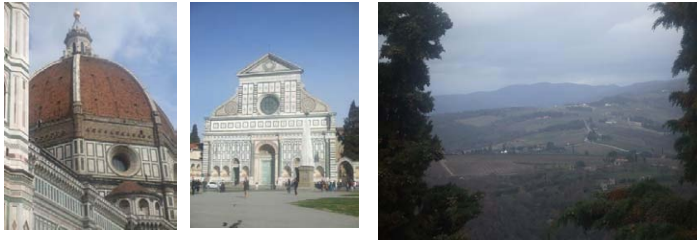
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I visited the oldest cafe in **Venice**, the



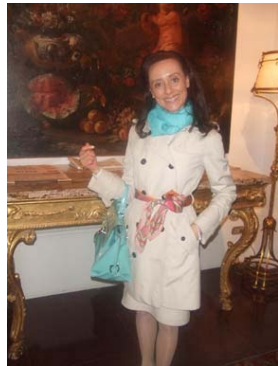
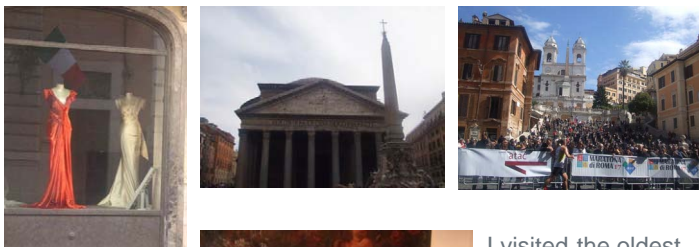
Florian from 1720, also visited by Byron and Goethe and practically everyone who's ever made the Grand Tour. The coffee mixed with hot chocolate was exquisite - cheers! (Or "salute" in Italian!)

Ciao from Firenze



Florence was the chocolatey-est city of the ones I visited. The chocolates at great old chocolate houses like Rivoire and Migone have a delicious and distinctive flavor. The chocolates there were delicate, refined, and like no others, and the gianduja - chocolate hazelnut paste - is beloved by many as the best in the world. Indeed, the area encompassing Florence, Pisa, and the surrounding countryside is known these days as the Chocolate Valley, and rightly so.

Ciao from Roma



I visited the oldest chocolate shop in Rome, founded in 1850, Moriondo & Gariglio. Heaven! I also had the thickest hot chocolate in the world in Rome, at Caffè Gran Esperia. The waiter brought it out - cioccolato puro - with a side dish of

Newsworthy chocolate: check out our latest Philadelphia Chocolate Tours media mentions at [http://www.philadelphiachocolatetours.com/media/!](http://www.philadelphiachocolatetours.com/media/)



Philadelphia Chocolate Tours supports [CARE](#),

cream which could be mixed in to taste, along with sugar. I went back twice. Double heaven!



www.philabundance.org

[Philabundance](#),

[back on my feet!](#)

and [Back on My Feet](#).

3. Recipe of the month: chocolate flowers!

How to make Chocolate Roses



These delightful chocolate roses can be used as edible decorations for a cake or to create a basket of blooms. This edible clay can be also used as a modeling clay for making other figurines and objects. The soft pliability makes it easy to work with. These chocolate roses are so easy to make that even children enjoy making them.

Chocolate Rose Recipe:

10 ounces semi-sweet chocolate (coarsely chopped chunks or chips)
1/3 cup light corn syrup

In a shallow bowl, melt the chocolate in microwave for 2 minutes; stir. NOTE: Be careful so that the temperature does not exceed 100 degrees F. If chocolate is not completely melted, return to microwave for 30 seconds at a time and stir until smooth.

Add corn syrup to the chocolate and mix well (scrape all the corn syrup into the chocolate with a rubber spatula). Using a rubber spatula, stir and fold mixture, scraping the sides and bottom of the bowl well, until no shiny syrup is visible and the mixture forms a thick ball.

Pour mixture onto a waxed paper sheet and spread with the spatula until it's about 1/2-inch thick; let it sit and stiffen, uncovered, for about 2 hours.

Use at once or store in an airtight container at room temperature for up to 1 month.

What chocolate lovers are saying about us:

" We just got home from our tour and it was marvelous! Sarah was a great guide and shared some terrific history as well as chocolate with us. We loved all of the stops and plan to do the tour in Philly again. "

~Jessica

" My boyfriend and I took the Valentine's special Chocolate & Champagne tour tonight. We had Jaylene as our tourguide and she was wonderful! She was so personable, upbeat, and friendly. Even though she had done the tour already today, she gave ours as if it was her first. She really did a great job! We will be recommending this tour to fellow chocolate lovers and hopefully taking our moms for Mother's day! Thanks Jaylene! "

Now, form the chocolate clay into roses! [Click Here to learn how!](#)

~Leigh



" FABULOUS!!!! "

~Judy From NYC

Business Video:

Watch Philadelphia Chocolate Tours founder Valerie Beck at Coleman Center's Breakthroughs Symposium below:



4. Sweet Dates to Save and Crave

A quick calendar of events -

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Daily:

Philadelphia Chocolate Tours! Take the sweetest tour in town, on one of our public routes running daily, or book a private tour for your group! [Click here for our tour schedule.](#)

Wednesday, April 13, 6:00 pm: **Young Proprietors Annual Event**
With special welcome by Lloyd Remick, Esq., President, Zane Management. The Young Proprietors of CCPA provides a community for the next generation of business leaders to build long-lasting relationships and contribute to the growth of CCPA and Center City.

Sponsored by Center City Proprietors Association. [Click for information!](#)

Friday, April 22, 8:00am:

Subcontractors & Social Media: How to GET on-line, GET contacts and GET

contracts! Join us to learn more about how to target subcontractors by using social media to close the gap between prime contractors and small business owners (that's you!), and learn how social media can be a useful and critical tool in your networking and marketing toolbox. Hosted by the Greater Philadelphia Chapter of the National Association of Women Business Owners.



At PECO - Energy Hall. [Click here to register.](#)



Monday, April 25:

Set sail on the Philadelphia Chocolate Tours "Cocoa Cruise!"

Get ready to sample fine European chocolate in Europe with

Philadelphia Chocolate Tours founder **Valerie Beck!** Valerie lived in Europe for 5 years and will lead chocolate tours in the cities we'll visit on Royal Caribbean's 5-day Western Mediterranean cruise, making it a Cocoa Cruise for our group. Sample the sweet side of Barcelona, Cannes, Florence, and Rome, as you learn about the history of these great cities and their amazing chocolate. A world of chocolate awaits! [Click Here for more information!](#)



Sunday, May 8:

Mother's Day! Join us this weekend for special Chocolate and Flowers Tours! [Click for details!](#)



5. Chocolate Lover / Customer of the Month, and Choc Star / Team Member of the Month

Every month, someone who takes a **Philadelphia Chocolate Tour** wins - you guessed it - more chocolate!

Congratulations to Chocolate Lover of the Month **Maureen B. from Edison, NJ!** Your gift is in the mail - yes, we're mailing you chocolate - enjoy!

And, every month we highlight one of our amazing **Philadelphia Chocolate Tours** team members, called Choc Stars.

Our Choc Star of the Month is **Andrea Pinyan**, Senior Tourguide! (Pictured below.)



Andrea has been with **Philadelphia Chocolate Tours** since the beginning in November 2009. She loves being a Tourguide because she loves taking other people to the amazing chocolate places in Philadelphia that she's had fun discovering with friends and family over the past few years..

[Click here](#) to see more about our Choc Stars!

Want to know what chocolate lovers are saying about us? Read reviews on the sidebar of this newsletter, and at www.philadelphiachocolatetours.com/guestbook/.



**6. Help Wanted: get paid to eat chocolate!
Weekend Manager, Tourguides, and
PR/Marketing Intern sought**

Do you love chocolate, and love people? Are you excited about working in the tourism and hospitality industry, and making people happy? Our fun and entrepreneurial team is looking for YOU. Recent grads and actors/performers welcome!

For more information

visit: <http://www.philadelphiachocolatetours.com/help-wanted/>.



Thank you for reading our Philadelphia Chocolate Tours newsletter! Happy Spring, and stay sweet! ~Valerie

