

December 1, 2009

## Philadelphia Chocolate Tours

presents a sweet newsletter



*A Philadelphia Chocolate Tour visits Teuscher Chocolates*

### The sweetest tour in town is here!

*Experience the sweet side of the city on a Philadelphia Chocolate Tour*



Chocolate lovers, unite!

#### *What is a Philadelphia Chocolate Tour?*

Enjoy a guided walking and tasting tour of unique Philadelphia chocolate shops, bakeries, and cafes on a [Philadelphia Chocolate Tour](#). Learn about the history and health benefits of chocolate, and the history of the vibrant city of Philadelphia and the beautiful neighborhoods we visit. We tour year-round, with a team of expert tourguides, because chocolate tastes great in all

## Philadelphia Chocolate Tours

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What people are saying about Philadelphia Chocolate Tours:

*My husband and I went on the Philadelphia Chocolate Tour, and found it to be an absolutely delightful way to spend an afternoon. We tasted some of the most delicious chocolate we have ever had (and believe me, that is saying a lot!), and enjoyed the walk around the city, and the warm welcome we received from the proprietors of places we would never have known to visit in order to find delectable chocolate treasures.*

*~Sandy*

*We had so much fun we are still smiling and laughing! The combination of tasting fine chocolate, learning about "the food of the gods", and hearing interesting points about*

weather! Savor America's favorite flavor, and walk off the calories!

Our tours for the public currently run every Saturday at 2:45 pm, and private tours are available for families, office parties, bachelorette parties, more! Tickets and gift certificates are \$40 per person on a public tour, and \$50 per person on a private tour. Details on our participating stores and more are at [www.philadelphiachocolatetours.com](http://www.philadelphiachocolatetours.com); you can also find us on [Facebook](#) - please fan us for updates and specials, and soon we'll be featured as a Daily Deal on [Groupon](#).



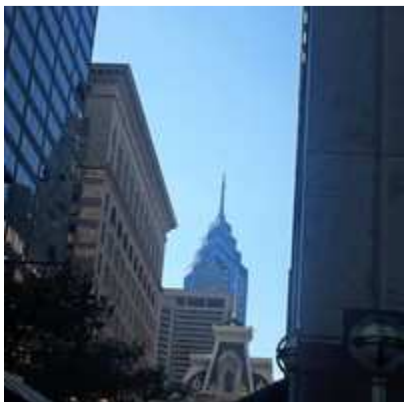
Who are we?

**Philadelphia Chocolate Tours** was founded by me, Valerie Beck (photo a bit below). I've been a chocolate maniac all my life (you too?!), and wouldn't drink milk in kindergarten unless it was chocolate milk. I graduated from Harvard College and Harvard Law School, thinking maybe I could be a lawyer for a chocolate company! While practicing law in Europe (though not for a chocolate company), I traveled the continent in my free time, sampling and learning more about chocolate. When I returned to the US, I realized we have amazingly talented chocolatiers right here. So, I started [Chicago Chocolate Tours](#) in my hometown 4 years ago, and it's a thrill to see chocolatiers and chocolate lovers continue to connect on our thriving tours there. And it's a thrill to open in Philadelphia, a historical yet contemporary city - the city of "chocolatey love!"

*Philadelphia's history and development was irresistible. You will have a wonderful time on this tour, filled with eating chocolate and laughing and learning!*  
~Diane



*Sweet news: a [new study](#) shows what we chocolate lovers already knew, namely that dark chocolate*



*reduces stress!*

*Why Philadelphia?*

Philadelphia is a city I visited as a girl with my Granddad, and every time I walk through Rittenhouse Square I have happy memories of spending time with him - and eating chocolate together in the park! When I came back to Philadelphia as an adult, I fell in love with the city all over again, and was excited to discover incredibly talented chocolate and culinary artisans. This walkable and inspirational city is in the midst of a positive culinary explosion, and my team and I help you find the dessert!

*What is our mission?*

The mission of **Philadelphia Chocolate Tours** is "uplift through chocolate." We want to uplift wonderful chocolatiers, chefs, and store professionals who provide first-class products; we want to uplift our fellow chocolate lovers, both locals and visitors, with a fun and elegant chocolate experience; we want to uplift our charity of choice with visibility and support (more on this below!); and we want to uplift our team with a positive environment.

*Meet some of our participating chocolatiers, chefs, and store professionals:*

I welcome your thoughts or questions, and I hope to see you soon on "the sweetest tour in town!"

*Your friend in chocolate,  
Valerie*



*The team at Miel Patisserie*



Valerie Beck, President and Founder of Philadelphia Chocolate Tours

## Seeking charity of choice

Chocolate can help save the world



What if with every bite of chocolate (truffle, cupcake, cookie, gelato, etc.) you sampled on a Philadelphia Chocolate Tour, you were helping to save the world? Seriously! In other words, business is what we make it, and it can be an engine for social justice. **Philadelphia Chocolate Tours** is looking for a charity of choice, such as one that helps the impoverished, and we need your help: we would love to hear your suggestions for a charity partner at [info@philadelphiachocolatetours.com](mailto:info@philadelphiachocolatetours.com).

For example, our Chicago sister company, [Chicago Chocolate Tours](#), supports [CARE](#) - the global poverty-fighting organization - with a portion of ticket proceeds as well as visibility, and also donates gift certificates to a variety of not-for-profits for their silent auctions.

Our sister company in Boston, [Boston Chocolate Walking Tours](#), supports [Room to Grow](#), which helps build a strong foundation for babies in poverty in Boston.

Which Philadelphia non-profits would you recommend we support? As you can see from our Chicago and Boston choices, our hearts lean toward those helping to eliminate poverty, woman by woman, child by child, family by family. We're at [info@philadelphiachocolatetours.com](mailto:info@philadelphiachocolatetours.com), or just hit reply, and your ideas are welcome!



Brown Betty owner Norrinda Brown with Philadelphia Chocolate Tours founder Valerie Beck



Famous 4th Street Cookie Company founder David Auspitz with Valerie

See our current route and all of our participating stores at [www.philadelphiachocolatetours.com](http://www.philadelphiachocolatetours.com), and see links to our participating stores and other Philadelphia chocolatiers we love at [www.philadelphiachocolatetours.com/links](http://www.philadelphiachocolatetours.com/links).





## Chocolate lover of the month

*A chocolate gift is on its way to you!*



*Sandy on a Philadelphia Chocolate Tour, visiting Marcie Blaine Artisanal Chocolates*



*Need a sweet gift for a chocolate lover? How about a Philadelphia Chocolate Tours [gift certificate!](#)*

Our **Philadelphia Chocolate Tours** chocolate lover of the month is Sandy L. from Connecticut. Congratulations; a chocolate gift is on its way to you!

Sandy and her husband are the first people to have gone on all 3 of our city chocolate tours - in Philadelphia, Boston, and Chicago - in her words: "the trifecta!" Guess which her favorite is: Philadelphia! She said that the Philadelphia shops contained some of the best chocolate she has ever tasted, that they were very generous, and that she never would have found many of them were it not for **Philadelphia Chocolate Tours!**

Sandy adds: *"We have had the pleasure of taking Chocolate Tours in Chicago and Boston before, and are now telling our friends, if you are in Philadelphia, go on a Chocolate Tour!"*

Thank you, Sandy!

**Philadelphia Chocolate Tours**  
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215-833-0044  
[www.philadelphiachocolatetours.com](http://www.philadelphiachocolatetours.com)



*Valerie at Capogiro Gelato  
Thank you for reading our first **Philadelphia Chocolate  
Tours** newsletter!*

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**Facebook**

Email should be fun!  
If you wish, you can unsubscribe below,  
or by sending us a reply email. You can  
also subscribe to our Boston and/or  
Chicago newsletters; just let us know  
what we can do for you.  
**Uplift Through Chocolate!**