



February 2011

Philadelphia Chocolate Tours

PHILADELPHIA
CHOCOLATE TOURS



215.833.0044
WWW.PHILADELPHIACHOCOLATETOURS.COM

Love 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

Hello!

I hope you're keeping warm this frosty February, with chocolate as your internal sunshine!

Exciting news:

- * we're offering exquisite [Chocolate and Champagne Tours](#) for Valentine's Day week,
- * our "[Chocolate College](#)" reveals the history of Valentine's Day, and why it's so sweet,
- *my book [Romance Around the Corner](#) is available through Barnes and Noble!

Please enjoy our newsletter, and best wishes for a beautiful and warm Valentine's Day.

In This Issue

1. Happy Valentines Day! With: Chocolate and Champagne Tours + Gifts
2. Article: How did Valentine's Day Get so sweet?
3. Sweet Dates to Save and Crave
4. Chocolate Lover / Customer of the Month, Choc Star / Team Member of the Month, and Customer Reviews!

Onward and upward!

*Your friend in chocolate,
Valerie*



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

1. Happy Valentines Day!

Why not celebrate the **Philadelphia Chocolate Tours** way, on a [Chocolate and Champagne Tour](#), or with our sweet gifts including [gift certificates](#), chocolate-colored [genuine pearl jewelry](#), or our [Cocoa Cruise!](#)

Chocolate and Champagne Tours!

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5. Help Wanted:
Get Paid to Eat
Chocolate! Shopping!

Uplift Through
Chocolate!

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*Learn more about our
participating stores and
chocolate friends at
[philadelphia
chocolatetours.com/
links](http://philadelphiachocolatetours.com/links), and see a list of
which stores are on
which routes at
[philadelphiachocolate
tours.com/tours-and
-schedules](http://philadelphiachocolatetours.com/tours-and-schedules).*

What: Celebrate Valentine's Day, friendship, love, Champagne, and chocolate on our special limited-edition Chocolate and Champagne walking tours featuring chocolate tasting, Champagne, fun!

When:

- Friday, February 11, 5:30 pm (Girls' Night Out!)
- Saturday, February 12, 5:30 pm
- Sunday, February 13, 5:30 pm
- Monday, February 14, 5:30 pm (Valentine's Day)

Where: Meet at Marcie Blaine Artisanal Chocolates / Verde, 108 S. 13th St. Advance registration please.

Visit: Scheduled stops include -

- Marcie Blaine Artisanal Chocolates - home of prosecco truffles made onsite
- Teuscher - home of the famous Champagne Truffle
- C19 - Philadelphia's only Venetian-style restaurant
- John & Kira's - our Visiting Chocolatier of the Month
- ...more!...:

Stops are subject to change due to store hours, etc.



Charity partner: [Philabundance](#).

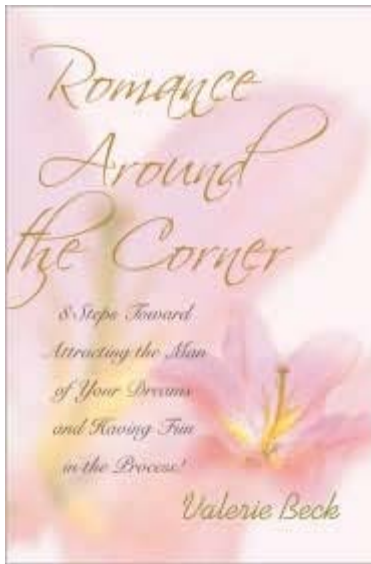
Cost: \$50 per person, includes chocolate and Champagne. Because this is a private tour, no Groupons for public tours will be accepted. Purchase tickets [here](#), or call us at 215-833-0044.

Looking for gift certificates or additional gifts: Please click for our [gift certificates](#), [pearl jewelry](#), [Cocoa Cruise](#), or Valerie's book "[Romance Around the Corner!](#)"

*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. Sweet Article

How did Valentine's Day get so sweet?



Valentine's Day is February 14. It's the **holiday of love**, whether romantic or friendship-based. But where did it come from, and how did chocolate (thankfully!) become associated with it?

The holiday began as an **ancient Roman festival**, was Christianized with a St. Valentine who according to legend married star-crossed lovers in secret against the wishes of Roman emperor Claudius II, became a day to celebrate romance during the rise of courtly love during the 14th century, and has since spread throughout the world, in various permutations. On Valentine's Day in Japan for example, women give chocolate to men!

Chocolate has long been associated with love, from Mayan times onward, because of its **mood elevating properties**. (The way to a woman's heart is through chocolate truffles?) In contemporary times, the week of Valentine's Day is the **number one week for chocolate purchases** (and the day after Valentine's Day is the number one day for chocolate bargains). A holiday for romantic love needs its talismans, and wouldn't you agree Valentine's Day wouldn't be the same without chocolate!

Learn more about chocolate at [Philadelphia Chocolate Tours](#):

[Chocolate College.](#)

3. 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.](#)

Friday, February 11 - Monday, February 14:

Chocolate and Champagne Tours, with girls' night out on Fri 2/11. Celebrate the **Philadelphia Chocolate Tours** way on a Chocolate and Champagne Tour! [Click here for more information.](#)

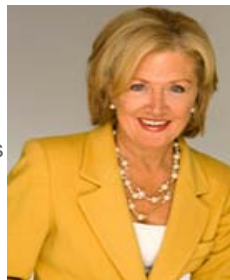


Monday, February 14:

Valentine's Day. Love is in the air, and chocolate is on the menu! Need [gift certificates](#)? We'll snail mail or email them to you or directly to your gift recipient!

Thursday, February 15, 5:30 pm:

How to Get Clients by Getting Noticed. To get clients, you have to get noticed. Join NAWBO Greater Philadelphia as 4 of our very own members share the tips, tricks and tactics they use to help their private clients get known.



- Sara Canuso, A Suitable Solution – “Creating an Empowering First Impression”
- Barb Sherf, Communications Pro – “The Six Steps to Free Publicity”
- Jennifer Davey, JJS Coaching LLC – “Creating a Clear Message that Gets Clients”
- Mary Ann Robinson, TransAct – “Networking 101 and Beyond”

At Villanova Conference Center. [Click here to register.](#)

News-worthy 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](#),



www.philabundance.org

[Philabundance,](#)



and [Back on My Feet.](#)

Wednesday, March 2: **Lunch with the City's Leaders** - Anne Ewers, President and CEO, Kimmel Center. Sponsored by Center City Proprietors Association. [Click for information!](#)



March 6 - 13: **Chocolate and Flowers Tours during the Philadelphia Flower Show!**

After viewing the largest indoor flower show in the world, enjoy sweet treats and a flower of your own on a special chocolate tour for the occasion! [Click for details!](#)



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!](#)

What chocolate lovers are saying about us:

" My wife and I took the tour Saturday 1/15/11 with Julia as our guide. We thoroughly enjoyed ourselves. Julia was a font of knowledge about chocolate and the shops on the tour. She added a personal sparkle to the tour. We will be back for another round. . .once we work off the calories from this past one. "

~Craig B

" Truly loved the tour today, January 8th. The snow was invigorating and made us enjoy the Italian hot chocolate at the end of the tour all the more. Our tour guide, Jaylene was phenomenal. All the employees at shops we visited were friendly and helpful. I plan on coming again for one of



*the other tours to try
more chocolate! Thanks
for a great day. "*

~TanteJ

Sunday, May 8:

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



4. 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 **Michelle H. of Newtown, PA!** Your gift is in the mail - yes, we're mailing you chocolate - enjoy!

And, every month we'll highlight one of our amazing **Philadelphia Chocolate Tours** team members, called Choc Stars. Our February Choc Star of the Month is **Jean Rebovich**, our Tour Manager! (Pictured below.)



Jean loves chocolate! Her favorites are dark chocolate and raspberry chocolate mousse. She's a great people person and loves sharing information, especially food information, and believes chocolate can make anyone's day better.

[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/.



5. Help Wanted: get paid to eat chocolate!

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. Actors/performers welcome!

For more information

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



Thank you for reading our Philadelphia Chocolate Tours newsletter! Happy Valentine's Day, and stay sweet! ~Valerie

