



July 2011

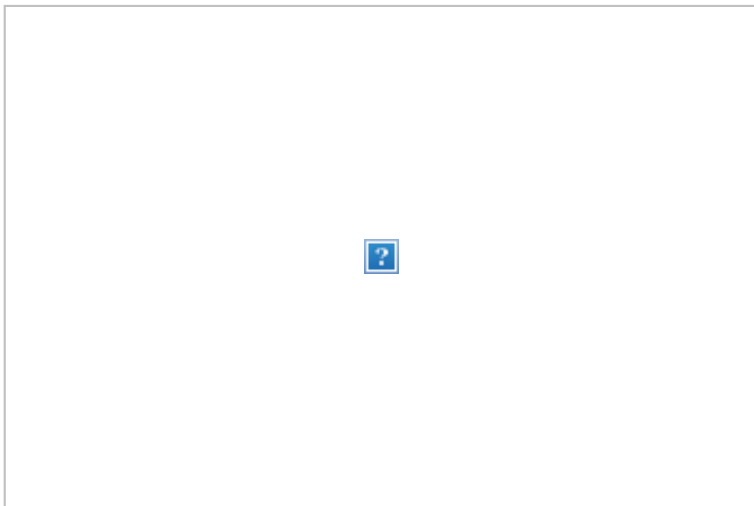
Philadelphia Chocolate Tours

PHILADELPHIA CHOCOLATE TOURS



215.833.0044
WWW.PHILADELPHIACHOCOLATETOURS.COM

Happy National Ice Cream Month!



At Capogiro Gelato Artisans

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

In This Issue

1. July is National Ice Cream Month
2. Vote for us as Best City Tour in Philly
3. Our Chocolate Travel Club is headed to NYC
4. In town this summer? Make your office outing sweet!

Hello!

I hope you're enjoying a sweet and tasty summer!

Exciting news:

* July is National Ice Cream Month! We interpret this broadly as a chance to celebrate ice cream, frozen yogurt, and gelato on our tours! **Where did ice cream originate?** Read below for the scrumptious and international history!

* We're up for **Best City Tour** in Philly on the Hot List - please vote for us!!

* The **Chocolate Travel Club** is headed to the Big Apple (that is, the Big Truffle!) in November!

* Looking for a **summer outing for your office**? Choose a **Philadelphia Chocolate Tour!**

And a reminder: help us grow to 2,000 Likes on [Facebook](#) and be entered to win a major chocolate gift basket!

Please enjoy our newsletter, and best wishes for a scrumptious summer!

Onward and upward!

*Your friend in chocolate,
Valerie*



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

1. Happy National Ice Cream Month!

5. Chocolate Lover of the Month, Choc Star of the Month, and Customer Reviews

Uplift Through Chocolate!

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At Sampan

History of Ice Cream

Would you have guessed that the first ice cream was created in **China**, thousands of years ago, of fruit, ice, and yak's milk, for the ancient emperors? Marco Polo brought the recipe to **Italy**, and ice cream (made with cream) and gelato (made with milk) began conquering the world, especially once the **Spanish** brought chocolate from **Mexico**! Throw in **American** innovations such as the ice cream cone and outrageously innovative flavors, and your summer treat is a passport to the world.

Who knew your chocolate ice cream cone was so international!

Celebrate National Ice Cream Month on our tours; view our tour schedule at www.philadelphiachocolatetours.com!

2. Please Vote for Philadelphia Chocolate Tours on the HOT LIST



Shown: fresh chocolate chip cookies from Famous Fourth Street Cookie Company

The Philly HOT LIST is a contest featuring more than 5,313 local businesses competing to be named best. **Philadelphia Chocolate Tours** is up for Best City Tour in Philly! Eligible businesses are nominated by the readers, and winners are

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.



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!](#)

determined by popular vote. Voting ends Friday, August 12th

[Click here to vote](#) for **Philadelphia Chocolate Tours** as Best City Tour in Philly!



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

3. Travel Club Heads to NYC this November

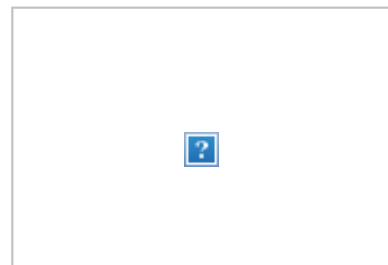


New York Chocolate Show - the "Big Apple" becomes the "Big Truffle!"

What: Join Philadelphia Chocolate Tours founder Valerie Beck on a scrumptious journey through the New York Chocolate Show! Sample the latest from creative US and international chocolatiers, enjoy meet-and-greets with chocolatiers and pastry chefs, and step outside the show with Valerie who will take you on a walking tour to some of her favorite NYC chocolate shops. Treats and treasures await!

When: Thursday, November 10 to Sunday, November 13, 2011. Our Travel Club itinerary:

* Thursday, November 10, 7:00 pm -- dinner with Valerie and other



participating Club members, including chocolate dessert (of course!), \$100.



* Friday, November 11, 10:00 am to noon -- Part I: morning VIP tour of the Chocolate Show with Valerie, visiting some exhibitors and presentations, \$40, includes daylong pass to the Show.

* Saturday, November 12, 2:00 pm to 4:00 pm -- Part II: afternoon VIP tour of the Chocolate Show with Valerie, visiting other exhibitors and presentations, \$40, includes daylong pass to the Show.

* Saturday, November 12, 7:00 pm -- Chocolate Tours anniversary private reception, \$50.

* Sunday, November 13, 1:00 to 4:00 pm -- New York City Chocolate Tour with Valerie, walking to some of her favorite shops. \$40.

* Package of all of the above: \$220.



Questions and purchases: Purchase a la carte, or choose the full package including everything in the above itinerary for \$220. Buy online or call us at 215-833-0044. Package does not include flight or other transportation or lodging; please see below.

Travel: Our preferred hotel is the Kimpton [Eventi](#), which is within walking distance of the Chocolate Show. And, feel free to do what Valerie does and make a donation to the [Conservation Fund's Go Zero](#) program, to plant trees to offset the carbon footprint of the trip.

<http://www.philadelphiachocolatetours.com/travel-club/>

4. Sweet Summer Office Outing

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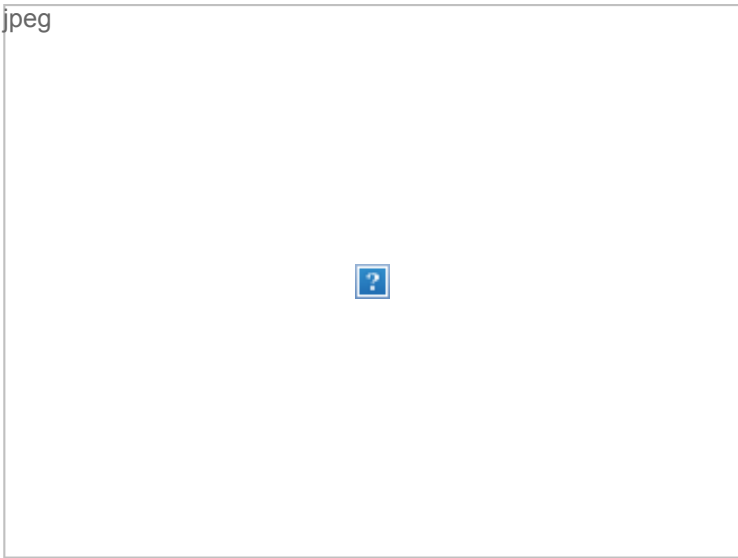
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Looking for a sweet outing for your office? Join a public **Philadelphia Chocolate Tour**, or let us create a private tour just for you!

A **Philadelphia Chocolate Tour** allows your team to socialize while learning the history and health benefits of chocolate, and while sampling the finest chocolate treats on offer at first-class chocolate shops, bakeries, and cafes!

We've led tours for law firms, accounting firms, insurance companies, medical offices, and more!

Group rates are available, as is limo or motorcoach transportation, or drinks after the tour.

Please [contact us](#) for information or to book your tour, and here's to a scrumptious summer!

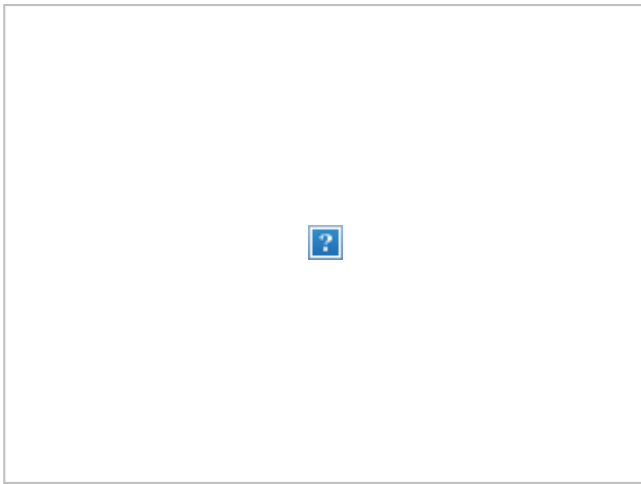
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Newsworthy chocolate: check out our latest **Philadelphia Chocolate Tours** media mentions at <http://www.philadelphiachocolatetours.com/media/> - and watch for our PBS airing coming soon!

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 **Wendy C. from Collegeville, PA!** 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 **Kaysie Strickland**, Administrative Assistant! (Pictured below.)



Kaysie is the perfect Philadelphia Chocolate Tours Administrative Assistant because having lived just fifteen minutes away from Hershey, Pennsylvania Kaysie grew up around chocolate. While living in Philadelphia she has had her moments of homesickness and the one thing that always uplifted her is chocolate. She loves being able to help do the same for others and "uplift through chocolate"!

[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/.

Philadelphia Chocolate Tours supports [CARE](#),



www.philabundance.org

[Philabundance](#),



and [Back on My Feet](#).



What chocolate lovers are saying about us:

" We had such a great time and I have told everyone. You were such a great host. Not only was it fun but also very informative. Thanks for making this a great day for my wife and I."

~John

" What a fun tour. We live in the 'burbs and are familiar with Philly, but we learned new things. The tour guide was charming and informative. And oh, the chocolates! I recommend this tour to anyone who



loves the elixir of the gods and wants to have some fun."

~Chris

" What a fun day!! I have recommended this tour to ALL of my friends. Can't beat the price for the amount of fun and chocolate!!!"

~Wendy W.



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

