

March 2, 2010

# Philadelphia Chocolate Tours

presents a sweet  
newsletter.



## Philadelphia Chocolate Tours

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Uplift through chocolate!



*Happy March!*  
Whether March  
brings fresh spring  
breezes or continued  
winter  
adventure, chocolate is a  
constant, happiness is a  
choice, and the  
**Philadelphia Chocolate  
Tours** team and I are  
grateful for YOU!

Please enjoy our  
newsletter, and you  
can [meet our team here](#).  
Onward and upward!

*Your friend in chocolate,  
Valerie*



*Three of our fabulous Tourguides - known as Choc Stars!*

What people are saying about Philadelphia Chocolate Tours:

*Thank you so much for a wonderful day! My friends and I had such a great time and I have recommended the tour to other friends and family. It was such a great experience and I learned a lot. I felt privileged to taste the "finest chocolate in the world" at Teuscher and I know I will remember the day for a long time. Thank you so much and I hope everyone enjoys the tour as much as we did!  
~Sara*

*Thank you thank you thank you for going above & beyond!! The tour was a great success, everyone had a fabulous time & my roommate really felt loved! We were so blessed by the entire experience. Kelly was a real treat, her enthusiasm and chocolate knowledge couldnt be beat.*



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

About us:  
[Philadelphia Chocolate  
Tours](#) provides guided  
walking and tasting tours  
of select chocolate  
shops, bakeries, and  
cafes. Looking for a  
corporate outing,  
bachelorette party idea,  
or just a fun time out  
with friends or family or  
that special chocolate  
lover? Learn and sample  
on a public or private  
tour, and enjoy our  
mission of Uplift  
Through Chocolate on  
the sweetest tour in  
town!



Chocolate helps save the  
world: [Philadelphia  
Chocolate Tours](#) supports  
[CARE](#) and [EarthAid](#).

Thanks again for everything!  
~Kelly F.

I took the tour this past Sunday with a friend - and we both had a blast! Ive lived in Philadelphia for over a year - and never ventured to any of the tour locations... now I hope to become a regular at several. Thanks for a fun couple of hours on a rainy sunday - it made my weekend :)  
~Kimberley



Sweet news: dark chocolate is an [appetite suppressant!](#)

Scenes from Philadelphia Chocolate Tours:





Can't see this newsletter? View it at [www.philadelphiachocolatetours.com/newsletters](http://www.philadelphiachocolatetours.com/newsletters).

Philadelphia  
Chocolate Tours in  
the media  
*Sweet press!*

**MIA**  
THE ART+CULTURE



*"...join the Philadelphia*

**Chocolate Tour for a guided jaunt through some of Philadelphia's best sweet shops. Enjoy cookies, cakes, truffles and gelato on a route that includes stops at Teuscher, Miel, Famous 4th Street Cookie Company, Brown Betty, and Capogiro. Tour members snack and sample while [learning] about the history and health benefits of chocolate and of the city." -MainLine Magazine**



**"The Sweetest Tour: Get to know Philly's bustling neighborhoods while learning the history and health benefits of chocolate. Bite into a fresh-from-the-oven chocolate chip cookie at Reading Terminal Market's Famous 4th Street Cooking Company; indulge in Teuscher's signature Dom Perignon champagne truffle at the Bellevue; and experience the divine cupcakes of locally owned Brown Betty Petite (Saturdays) and Philly Cupcake (Sundays). While walking to taste confections by Marcie Blaine Artisanal**



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).

*Chocolates, listen to historical facts on the Aztecs and Mayans' use of drinking chocolate. The tour meets every weekend at Reading Terminal Market (Saturdays, 2:45 p.m., and Sundays, 11:45 a.m.; \$40 per person). For info and tickets, call 215-833-0044 or visit [www.philadelphiachocolatetours.com](http://www.philadelphiachocolatetours.com)." - WHERE Magazine*



*Traveling? Visit our sister companies [Chicago Chocolate Tours](#) and [Boston Chocolate Walking Tours](#). Keep eating chocolate!*



*Philadelphia Chocolate Tours founder Valerie Beck presented a segment on WOGL 98.1, on January 29, 2010, in time for Valentine's Day.*



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

Media updates are at [www.philadelphiachocolatetours.com/media](http://www.philadelphiachocolatetours.com/media).

Chocolate lovers, unite!



*The Philadelphia Chocolate Tours mission of Uplift Through Chocolate means: 1) we uplift our customers with a fun, fascinating, and educational chocolate experience; 2) we uplift our participating stores by shining a light on their high-quality chocolate work; 3) we uplift our charity partners with funds and exposure; and 4) we uplift our team with a positive environment.*



## Sweet Events

*Dates around town to save and crave*



Thursday, March 4: ***Half the Sky movie event.***  
Our charity partner [CARE](#) is sponsoring a movie event at 500 theatres across the nation, featuring stories from New York Times bestseller Half the Sky, musical performances, celebrity discussions, and more! [Click for more info.](#)



Saturday, March 6, and  
Sunday, March 7:

***Philadelphia Chocolate  
Tours.***

Enjoy the sweetest tour in town! Public tours run every Saturday at 2:45 pm, and every Sunday at 11:45 am, and private tours are available on weekdays and weekends. Meet at Reading Terminal Market; [click for info and ticket purchase](#) or call us at 215-833-0044 or email [info@philadelphiachocolatetours.com](mailto:info@philadelphiachocolatetours.com).



Saturday, March 27:

***Earth Hour.***

**Philadelphia Chocolate  
Tours** supports Earth Hour; we're a walking tour, and we tread lightly on the planet. Around the

world, at 8:30 pm local time, individuals, businesses, and landmarks will turn off the lights for 1 hour in solidarity with the Earth. What will you do in the dark? Organized by the World Wildlife Fund. [Click for info.](#)

Friday, April 2: **NAWBO meeting.**

Monthly Center City meeting of the Philly Chapter of the National Association of Women Business Owners, the premier women's business organization. At Fork, 306 Market Street. [Click for info.](#)

Monday, April 19 - Thursday, April 22:

**Entrepreneurship Week. Philadelphia Chocolate Tours** is excited to be a sponsor! [Click for info.](#)

Wednesday, April 21:

**Global Philadelphia.**

Hear a panel discussion on Philadelphia's place in the world, and network with area business people. Sponsored by the Center City Proprietors Association, at the Radisson-Warwick, 1701 Locust. [Click for info.](#)



## Help wanted

*Do you love chocolate and love people?*



**Philadelphia Chocolate Tours** is looking for:

1. Tourguides
2. Weekend Manager
3. Group Sales Manager
4. PR and Social Entrepreneurship Intern

Details and the application process are at [www.philadelphiachocolatetours.com/help-wanted](http://www.philadelphiachocolatetours.com/help-wanted).



Chocolate lover of

## the month

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



Every month we draw a name from those who took a tour with us, and the prize is: more chocolate (of course!) plus a gift from our charity partner CARE.

### Our **Philadelphia Chocolate Tours**

chocolate lover of the month is *Melissa G. from Philadelphia.*

Congratulations, Melissa, and thank you for taking a tour! Your prize is on its way to you!



**Philadelphia Chocolate  
Tours**

[info@philadelphiachocolatetours.com](mailto:info@philadelphiachocolatetours.com)

215-833-0044

[www.philadelphiachocolatetours.com](http://www.philadelphiachocolatetours.com)

Member  
National Association of  
Women Business Owners



Member  
Center City Proprietors  
Association



*Thank you for reading our  
**Philadelphia Chocolate  
Tours** newsletter!  
Your friend in chocolate,  
Valerie*



**twitter**

Fan us on Facebook  
[www.facebook.com/philadelphiachocolatetours](http://www.facebook.com/philadelphiachocolatetours), and

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!***

follow us on twitter  
@PhillyChocTours [www.twitter.com/phillychoctours!](http://www.twitter.com/phillychoctours)