

*Press Release October 2012*

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**Enjoy the magic of Christmas with  
Daskalidès' latest chocolate jewels:  
Diamond, Ruby & Emerald**

*Daskalidès wishes you a sweet Christmas and a delicious New Year!*

As the Holiday Season is almost upon us, our desire for pure flavours and delicious chocolate moments is only being enticed. Innovative, yet faithful to tradition, the Belgian chocolatier Daskalidès is putting its latest festive collection in the spotlights this Christmas season. Once again, the famous Ghent-based chocolatier works her magic with astonishing combinations of sweet and salty sensations, amalgamated with refinement into three delicious chocolates: Ruby, Emerald and Diamond. These latest jewels from Daskalidès are presented in a luxurious giftbox which shine with a thousand sparkles - both under your Christmas tree and on your festive table!

Chocolate, King of Christmas parties

Father Christmas will soon be coming down the chimney to place his gifts under the tree. At Daskalidès chocolatier, it is also snowing presents which will make many chocolate lovers melt from delight. In addition to their classics, Daskalidès has created, especially for the Christmas holidays, a delicious premium range with 100% pure cocoa butter which does not only look festive but tastes divine!

For over 80 years, the Ghent-based chocolate company Daskalidès has been creating only the finest and purest ingredients for its luxury chocolates and many other delicacies. For taste buds in search of new sensations, Daskalidès has designed a *limited edition* of end-of-year pralines – using only the best basic ingredients – in which sweet chocolate flavours are mixed with salt, sour and spicy contrasts in truly surprising combinations. It is with great pride that our chocolatier presents his three latest creations **Diamond, Ruby** and **Emerald**, each of which reveals a unique combination of

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flavours and sensations. The clash of the sweetness of the chocolate and the subtle note of salt & spicy or sour flavours by adding pure ingredients such as Espelette Pepper, lime and Fleur de Sel creates an unforgettable taste sensation.

*Diamond*: praline in fondant chocolate, filled with creamy caramel and a touch of Fleur de Sel

*Ruby*: praline in fondant chocolate with a soft ganache, sprinkled with Espelette Pepper

*Emerald*: milk chocolate praline with caramelized crunchy biscuit chunks decorated with a touch of fresh lime



These latest creative delights by the hand of Daskalidès' Master Chocolatier are sold in a very stylish luxury box which can serve as a gift-box:

- Recommended retail price small luxury End-Of-Year box (9 pralines): £12.00
- Recommended retail price large luxury End-Of-Year box (30 pralines): £29.00



It is simply impossible to close off this Christmas range without considering Daskalidès' special Christmas edition of their famous Neapolitans, in both fondant (72% pure cocoa) and milk chocolate. The chocolatier has invented a lovely exclusive design for these Christmas Neapolitans in the shape

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# Daskalidès

CHOCOLATIER

of a trendy metal Christmas ball which, afterwards, you can use to decorate your tree. A nice way to add force... or flavour to your Christmas and New Year wishes! Thanks to Daskalidès, the end-of-the-year festivities will be absolutely delightful, in every sense of the word!

- Recommended retail price metal Christmas ball filled with 16 Neapolitans: £5.50



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About Daskalidès

**Chocolatier since 1931**

The Ghent-based chocolatier Daskalidès has been celebrating Christmas for more than 80 years, processing only the finest and purest ingredients for its luxury chocolates. Besides traditional chocolates, Daskalidès creates truffles and neapolitans, tablets, bars, biscuits, chocolate spread, nougat, products with no added sugars and many other chocolate delicacies. With various distribution points in over 40 countries, Daskalidès is a brand known and loved worldwide.

**For PR, Pictures & Product information**

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