

The Essential
CHOCOLATE COLLECTION
... a dessert company

10868 Washington Blvd.; Culver City, CA 90232
phone (310) 287-0699 fax (310) 861-1495

News Release from the Essential Chocolate Collection

For Immediate Release

October 28, 2005

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Tasting and Testing Series Offers Opportunity to Sample an Array of Essential Chocolate Collection's Baked Goods

Culver City, November 1, 2005 - If you like to try new foods and share your opinion with others, this is the event for you! The Tasting and Testing Series at The Essential Chocolate Collection invites you to a discussion group at which you will be introduced to at least seven products as you participate in an informal focus group with a professional moderator. There will be lots of samples to try and ample opportunity to share what you think about the various baked goods. If you ever wished you had a direct voice to make things happen at a bakery, this is your chance!

The events cost from \$10-15, depending on the theme, and this cost covers the tasting event of no less than seven items as well as \$5.00 credit toward additional food and beverages of your choice, from baked goods to café mochas.

Schedule of Saturday Tasting Events

Nov. 19 @ 2pm: Dessert Bars & Brownies

Dec. 3 @ 2pm: Gourmet Chocolate Cakes

Jan 7 @ 2pm: Macaroon Madness

Jan 21 @ 2pm: Cheesecakes & More

Feb 4 @ 10am: Muffin Mania

Feb 18 @ 2pm: Pies & Tarts

March 4 @ 10am: Scones, Breakfast Breads & Coffee Cakes

March 18 @ 2pm: Cookies Galore

Located just two blocks west of Overland at Girard at 10868 Washington Boulevard, the Essential Chocolate Collection is open from 7:30 am-6 pm Monday - Friday and 9am-3 pm on Saturday.

For more information, visit their Web site www.essentialchocolate.com or call (310) 287-0699.

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Black & White Brownies:
**Dessert Bars & Brownies on
November 19**



Wicked Chocolate Cake:
**Gourmet Chocolate Cakes on
December 3**



Carrot Cake:
Cheesecakes & More on
January 21



Assorted Cookies:
Cookies Galore on
March 18