



*"Practice Random Acts of Chocolate"*

**For Immediate Release**

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**NEW GOT MILK? CHOCOLATE® PRODUCTS  
TO BE LAUNCHED BY BRIDGE BRANDS CHOCOLATE™ AT THE FANCY  
FOOD SHOW IN SAN FRANCISCO**

(SAN FRANCISCO, CA) Bridge Brands Chocolate™ <http://www.bridgebrandschocolate.com>, previously known as The San Francisco Chocolate Factory, will be launching five new got milk? chocolate products at the Fancy Food Show in San Francisco.

This year Bridge Brands Chocolate™ will be introducing the **got milk? chocolate straw** for kids in single straws and triple packs, new **got milk? chocolate s'moores**, **got milk? chocolate cocoa mugs**, a **got milk? chocolate cup and straw pack**, and **got milk? chocolate? cookies**.

"Despite a recent surge in the popularity of dark chocolate, milk chocolate still accounts for 80% of chocolate sales worldwide," said Founder and CEO, Mike Litton. "Due to customer demand for quality milk chocolate we have created new got milk? chocolate single and triple straw packs, as well as a hot cocoa mix and cookies. These are perfect items to help increase the sales at the checkout whether placed near the milk aisle or as an impulse item at the register. Kids love them."

The got milk? chocolate products are packaged in bovine inspired tins and packaging that appeals to kids and adults alike. These new items expand the got milk? chocolate line to include fourteen SKUS.

Bridge Brands Chocolate will also be officially launching its new name at the San Francisco Fancy Food Show in January. To commemorate the 9<sup>th</sup> anniversary of the company and the new name change, a contest will be announced on their website on January 18<sup>th</sup>. Visit booth #402 or the website [www.bridgebrandschocolate.com](http://www.bridgebrandschocolate.com) for more details.

**About Us**

**Bridge Brands Chocolate™** was created to provide chocolate lovers with gourmet-quality, superbly packaged chocolate at a non-gourmet price. Since debuting as The

San Francisco Chocolate Factory in 1999, **Bridge Brands Chocolate™** has become a favorite with chocolate lovers nationwide.

## **Why Bridge Brands?**

One of the greatest bridges between two hearts is chocolate, so we've chosen **Bridge Brands Chocolate™** as our new name. Chocolate is proven to be good for the heart and good for the soul—it creates a stir of passion and evokes love. Chocolate can erase a bad day or a bad deed in an instant. As we at **Bridge Brands Chocolate™** like to say: Love thy neighbor, and bring them chocolate, often!

Known for our unique, custom packaged gourmet chocolates, **Bridge Brands Chocolate's™** many different brands—now bridged together under one great company—offer a chocolate opportunity for everyone.

From our **Tea, Coffee and Wine Lover's Chocolates**, to the souvenir **Landmark Collection**, the kid friendly **got milk? chocolate** series to our easy on-the-go **Chocolate by Numbers**, you'll find gourmet chocolates perfect for every day and for special occasions. Give **Bridge Brands Chocolate™** as a gift to each "special someone" in your life—but make sure to order some extra chocolate for yourself!

**Bridge Brands Chocolate's™** sales have rapidly expanded beyond the shores of the Bay Area—thanks to the many visitors who bring the beautiful chocolate tins home as souvenirs... the chocolates are so delicious, people call desperate to order more!

**Bridge Brands Chocolate™** is an active participant in the San Francisco Bay Area Community. We often provide donations of chocolate to worthy causes to help with fundraising efforts. A few of our most recent donations have gone to valuable community organizations like: City of Dreams, The UCSF Blood Center, The San Francisco Department of the Environment, The Hungry Owl Project, San Francisco Gay Pride, Support for Families with Disabilities, The Asian & Pacific Islander Wellness Center, Metropolitan Fresh Start House, The Bay Institute, The United Way, The San Francisco Sheriff's Department, and The California Film Institute.

## **Visit The San Francisco Chocolate Factory Boutique**

The San Francisco Chocolate Factory Boutique, located in San Francisco's SOMA district, is a unique destination designed to fulfill all of your chocolate desires. The intimate atmosphere of the Boutique is a perfect backdrop for the exclusive products displayed on its shelves. The Boutique features the products made by Bridge Brands™ including our signature San Francisco Landmark tins, Wine Lover's and Coffee Lover's Collections, decadent Earthquake Cakes and their Fair Trade Certified line, GAIA Organic Chocolate, all offered at 10% off the already reasonable suggested retail prices. We also proudly offer a wide selection of scrumptious treats from the best local and international chocolatiers, including hand made toffees, truffles and specialty bars.

Hours of operation: Tuesday – Saturday 12-6:00 p.m.

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