



**FOR IMMEDIATE RELEASE**

*Contact:*

Michelle Allard McMahon

781-718-3248

[mmcmahon@thehappychocolatier.com](mailto:mmcmahon@thehappychocolatier.com)

## **The Happy Chocolatier Celebrates First Anniversary with Expanded Product Line and New Happiness Statements**

*New Products Available In-Store and Online*

**ACTON, MA – October 23, 2012** – [The Happy Chocolatier™](#), LLC, today announced the company has expanded in-store and online product offerings and new happiness statements are available in the signature [Cubze](#). The new products available online include items such as nut-free chocolates, [seasonal chocolate pops and other treats](#), [dark chocolate assortments](#), [chocolate almond bark](#), [caramel nut patties](#), [sugar-free chocolates](#), [chocolate covered “oh-re-ohs” and pretzels](#), and [handmade milk and dark chocolate bars with a variety of inclusions](#).

New products available in the Acton retail location include specialties, such as holiday pops, seasonally-flavored chocolate bars, Thanksgiving turkeys in a variety of sizes, and a limited edition chocolate cornucopia filled with chocolate confections.

All of the Cubze, individual servings of truffle-fudge coated in chocolate that are hand wrapped in jewel-toned foils, include an inspirational message about happiness. Some of the new featured happiness statements are:

- Happiness is settling the soul into its most appropriate spot.
- Until you are happy with who you are, you’ll never be happy with what you have.
- You cannot always have happiness, but you can always give happiness.
- The most worthwhile thing is to try to put happiness into the lives of others.

509 Nagog Park, Acton, MA 01720  
978.429.8485

- Even if you lose it, happiness can always be found.

Available individually and in a variety of gift boxes, Cubze come in a variety of flavors including cappuccino, chocolate, chocolate mint, chocolate raspberry, chocolate walnut, cookies & cream, cranberry walnut, and peanut butter, coated in either milk or dark chocolate.

“At our one year mark, we’re expanding our online product offering and adding to the list of products made by hand in our store,” stated [Paul McMahon](#), founder of The Happy Chocolatier. “Day after day, our customers compliment us on the delicious variety of chocolates we’ve developed and excellent customer service we provide. We are now extending that to our online store and we are adding handmade specialties for holidays like Thanksgiving, Hanukkah and Christmas to the lineup in our retail shop and Web site.”

### **The Happy Chocolatier**

The Happy Chocolatier™, LLC, was founded in June 2011 with the goal of spreading happiness with high-quality confections, ice cream and an exceptional customer experience. Each holiday The Happy Chocolatier creates unique chocolate gifts for the young and old, providing delightful memories and new traditions. The company offers a range of traditional favorites such as nut patties, sea salt caramels and truffles, as well as handmade chocolate pops, chocolate-covered pretzels and chocolate bars in delicious flavor combinations. The Happy Chocolatier’s signature chocolates, Cubze, are perfect individual servings of truffle-fudge coated in chocolate and hand foiled along with an inspirational message about happiness. Lizzy’s Ice Cream is now featured in the Acton retail location, providing customers with a delicious, locally made product. Visit the company’s Web site, [www.thehappychocolatier.com](http://www.thehappychocolatier.com), for personal and corporate gifts, and more information on the company and chocolate.

###

*The Happy Chocolatier and Cubze are trademarks of The Happy Chocolatier, LLC.*