



FOR IMMEDIATE RELEASE

Contact:

Michelle McMahon

781-910-0904

acton@thehappychocolatier.com

The Happy Chocolatier Introduces New Gift Box Assortments to Highlight Its Gift within a Gift Concept

Continues Spreading Chocolate Happiness with New Happiness Sentiments in Truffles

ACTON, MA – September 15, 2018 – [The Happy Chocolatier](http://TheHappyChocolatier.com)[™], LLC, of Acton, MA, today announced the introduction of a new gift collection featuring its signature cube-shaped chocolate truffle Cubze. The elegant silver and gold gift boxes present a windowed view into the mini-gifts of truffle Cubze inside. Each truffle Cubze is individually wrapped in colorful foil like a gift.

Paul McMahon, founder of The Happy Chocolatier, said “Consumers and retail partners have told us that each truffle Cubze is really a gift within a gift: a delicious chocolate wrapped with a surprise thought about happiness. We decided to build on the gift in a gift concept with a boxed collection that would highlight the colorfully wrapped Cubze inside each sampler. We think these collections are an elegant, yet fun way for us to fulfill our mission of spreading chocolate happiness.”

The Happy Chocolatier is known for its inspirational and entertaining happiness statements. Customers frequently share stories of how they kept them for future inspiration by taping them to phones, desks and refrigerator doors. Recipients of truffle Cubze boxes note that the happy sentiments make the chocolates a special and memorable gift. This holiday season the company is expanding its collection of happiness statements with six new selections to inspire and entertain:

P.O. Box 2292, Acton, MA 01720
978.429.8485

- Do one thing every day to make you happy.
- I'm happy, which often looks crazy.
- The path to happiness is not as elusive as it may seem.
- Sanity and Happiness are an impossible combination.
- I would always rather be happy than dignified.
- Choose to be happy.

The Happy Chocolatier gift boxes are attractive items for specialty food outlets and gift shops, because of their gift in a gift presentation. The elegant presentation, fine chocolate and entertaining happiness sentiments make the truffle Cubze collections ideal for special occasions and during the holidays for family, friends and business associates. The petite sampler boxes are designed especially for use in gift baskets.

To help retailers spread chocolate happiness right from their front counters every day, the truffle Cubze are available in eye-catching counter displays. Each display features the happiness theme and contains an assortment of the individually wrapped truffle Cubze flavors.

The Happy Chocolatier

The Happy Chocolatier™, LLC, was founded in June 2011 after many years of testing and refinement of the truffle Cubze™ concept. Cubze are cube-shaped truffle servings with inspirational messages about happiness hand wrapped into each piece. The Happy Chocolatier Cubze offer consumers an indulgent all-natural chocolate, plus a bit of happiness wisdom for a truly unique experience that pleases the palate and enriches the soul. Visit the company's website, www.thehappychocolatier.com, for personal and corporate gifts, or to inquire about the company's wholesale program.

- **Watch a video on how to best enjoy a truffle Cubze:** <http://ow.ly/gsfq30g6KMo>

###