



**FOR IMMEDIATE RELEASE**

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## **The Happy Chocolatier Introduces Easter Basket in a Box**

*Complementing Fudge Cubze Gift Boxes, A Full Line of Easter Chocolates and Candies,  
As Well As Traditional Chocolate Confections Now Available Online*

**ACTON, MA – March 19, 2012 –** [The Happy Chocolatier™](http://www.thehappychocolatier.com), LLC, today introduced the Easter Basket in a Box, available online at the company's Web site, [www.thehappychocolatier.com](http://www.thehappychocolatier.com). The [Basket in a Box](#) is suited for those who traditionally fill their own Easter baskets at home. The package includes all you need for your Easter basket: one six ounce solid milk chocolate bunny, one bag of jelly beans, one bag of foiled caramel filled milk chocolate Easter eggs, one bag of milk chocolate foiled bunnies, a chocolate bunny pop, one cookies & cream Fudge Cubze™ and grass for your basket.

In addition to the Basket in a Box, The Happy Chocolatier has expanded its Web site to include a full line of [Easter chocolates and candies](#) including solid milk and dark chocolate bunnies, gourmet jelly beans, pure milk chocolate eggs, caramel- and peanut butter-filled eggs, gummi butterflies, bunny pops, and large peanut butter- and marshmallow-filled chocolate eggs. The chocolate confections, such as sea salt caramels, chocolate truffles, almond butter crunch, chocolate creams, turtles and assorted sugar-free chocolates, will be available on an ongoing basis. As always, the company's signature chocolates, [Fudge Cubze](#), are available in a variety of gift packaging.

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“Some folks have an Easter tradition where there is a basket that the Easter bunny comes to fill. For others, the Easter bunny brings a new basket each year,” comments Paul McMahon, founder of The Happy Chocolatier. “In creating the Basket in a Box offering, we hope to make it easy for buyers to fill the baskets they have at home, keeping with tradition. We give you everything you need including some green grass to freshen your basket. What could be simpler?”

The Happy Chocolatier is known for its signature Fudge Cubze, which are two treats in one: chunky individual servings of creamy truffle-like fudge coated in chocolate that are hand wrapped in colorful foil along with an inspirational message about happiness.

[Free shipping](#) is available on purchases of \$75 or more to the Northeastern U.S. (CT, ME, MA, NH, RI, VT, NJ, NY, PA) during the Easter season. Orders should be placed by April 2 to ensure timely delivery for Easter. All of the Easter chocolates and candies, as well as the traditional chocolate confections and Fudge Cubze are available at The Happy Chocolatier’s retail location in [Acton, MA](#).

### **The Happy Chocolatier**

The Happy Chocolatier™, LLC, was founded in June 2011 after many years of testing and refinement of the Fudge Cubze™ concept. Fudge Cubze are individual servings of creamy fudge coated in chocolate and hand foiled with an inspirational message about happiness. 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 site also includes Paul McMahon’s blog, [“Chocolate, Happiness and Other Musings.”](#)

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