



## FOR IMMEDIATE RELEASE

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## **The Happy Chocolatier Opens Retail Store in Acton, MA and Launches Web Site for Personal and Corporate Gifts**

*Chocolatier Introduces Signature Line, Fudge Cubze,  
Bringing Happiness to Those Who Partake*

**ACTON, MA – October 11, 2011** – [The Happy Chocolatier™](http://TheHappyChocolatier.com), LLC, creator of [Fudge Cubze™](http://FudgeCubze.com) and purveyor of fine chocolates, today announced the opening of the company's first retail store at the Nagog Mall in Acton, MA and launched its Web site for personal and corporate gifts. The company also introduced its signature line of chocolates, Fudge Cubze. In addition to chocolates, the Acton location will offer ice cream and Fudge Cubze Parfaits. On Saturday, October 15, The Happy Chocolatier will host a special event at the store to mark Sweetest Day – a day to do something special to make others happy – and celebrate the opening of the business.

Fudge Cubze, chunky individual servings of fudge coated in chocolate, are each hand wrapped in colorful foil and include an inspirational message about happiness. They are hand made with natural, high-quality ingredients. Fudge Cubze are available in a variety of flavors such as cappuccino, chocolate, chocolate mint, chocolate walnut, cookies & cream, cranberry walnut, peanut butter and pumpkin spice, coated in either milk or dark chocolate.

"I've always had a sweet tooth and my professional interest in chocolates developed when I worked in the candy business for several years," commented Paul McMahon, founder of The Happy Chocolatier. "After fourteen years in corporate America, I decided the time was right to

509 Nagog Park, Acton, MA 01720  
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pursue a concept I've had in the back of my mind for many years – interesting flavors of fudge coated in chocolate. And so, my Fudge Cubze were born. What could be better than creating a company that allows me to make people happy? Giving our customers two treats in one – an excellent chocolate treat and an inspirational statement about happiness with every piece.”

In addition to the signature line, Fudge Cubze, many other types of hand-made chocolates can be found at The Happy Chocolatier – everything from chocolate-covered pretzels and nuts to traditional chocolate caramels and creams to nut-lover's turtles and bark. The Fudge Cubze and other fine chocolates are packaged in various sizes and are also available in eye-catching boxes for gift giving.

The Acton retail location also offers a selection of rich ice cream flavors complementary to chocolate, topping each cone or cup with a piece of smooth milk chocolate. For those looking for something extraordinary, The Happy Chocolatier serves Fudge Cubze Parfaits – ice cream layered with Fudge Cubze slices and garnished with whipped cream and a chocolate drop. Additionally, by visiting the store customers can see candy dipping and demonstrations and learn more about the history of chocolate.

The Happy Chocolatier Web site, [www.thehappychocolatier.com](http://www.thehappychocolatier.com), provides online ordering for both personal and corporate gifts, as well as event and wedding favors. The site also includes Paul McMahon's blog, "[Chocolate, Happiness and Other Musings.](#)"

### **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 fudge coated in chocolate. They are made from natural ingredients then hand foiled with an inspirational message about happiness. The store is located at 509 Nagog Park in the Nagog Mall. Visit the company's Web site, [www.thehappychocolatier.com](http://www.thehappychocolatier.com), for store hours, personal and corporate gifts, and more information on the company and chocolate.

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