

FOR IMMEDIATE RELEASE

Contact:

Michelle McMahon

978.429.8485

acton@thehappychocolatier.com

The Happy Chocolatier Unveils Holiday Chocolate Gift Collection Offering Uniquely Delightful Experience for the Eyes, Palate and Soul

Each gift box features the company's unique happiness filled truffle Cubze

ACTON, MA – October 8, 2019 – [The Happy Chocolatier](#)[™], LLC of Acton, MA, today announced the launch of a holiday chocolate truffle gift collection that presents consumers with a unique experience for the eyes, palate and soul. The gift boxes in the collection are filled exclusively with the company's signature cubed truffles in milk and dark chocolate. Every truffle [Cubze](#)[™] is individually wrapped in a jewel toned foil like a small gift and contains an inspirational thought about happiness.

Paul McMahon, co-founder of The Happy Chocolatier, said, "For several years our customers and fans have told us that giving our truffle Cubze allows them to give two gifts: delicious chocolate truffles and a bit of happiness wisdom. We founded our company and created truffle Cubze with the mission of [spreading chocolate happiness](#) by pleasing palates and enriching souls. It is satisfying to present a gift collection for holiday gift giving that truly delivers on our mission."

The elegant holiday gift collection features a mix of silver and gold boxes that highlight the colorful truffle Cubze, which are presented as mini-gifts inside the gift boxes. Describing the collection, McMahon said, "Each gift in the collection was designed to offer a multilayered experience with the elegant presentation of the gift boxes and the colorfully wrapped truffle Cubze, the surprise of the inspirational happiness thoughts in every piece, and ultimately, the delicious cubed truffles."

For the holiday gift giving season, the company has introduced a cubed gift box. The new Keepsake Cube gift box is the perfect cubic shape that echoes the chocolate truffle Cubze inside. The unique box opens into two stepped tiers filled with the colorful truffle Cubze. The silver gift boxes are presented with a colorful holiday band and bow to complete the package.

As in past years, the company is expanding its library of witty and inspirational statements that are wrapped into each truffle Cubze. The new statements chosen this year include:

- “There is no way to happiness – happiness is the way.”
- “Be happy with what you have, while working on what you want.”

With the addition of the new statements about happiness, consumers have the opportunity to be inspired by dozens of different thoughts when unwrapping truffle Cubze. Customers frequently [share stories](#) of how they kept the witty thoughts for ongoing inspiration by taping the statements to phones, laptops and refrigerator doors. Reflecting on these thoughts, McMahon said, “We are so pleased that consumers enjoy both our delicious truffles and the sentiments about happiness. They really are two gifts in one.”

The truffle Cubze gift collection is available through The Happy Chocolatier online store and select specialty food, wine, coffee and gift shops. To order online or find a local retailer, visit the company’s website, www.thehappychocolatier.com.

The Happy Chocolatier

The Happy Chocolatier™, LLC, was founded in June 2011 after many years of testing and refinement of the chocolate truffle Cubze™ concept. The Happy Chocolatier Cubze offer consumers an all-natural chocolate truffle, plus a bit of happiness wisdom for a truly unique experience that pleases the palate and enriches the soul. The mission of The Happy Chocolatier is to spread chocolate happiness with its chocolate truffles. Visit the company’s website, www.thehappychocolatier.com, for personal and corporate gifts, or to inquire about the company’s wholesale program.

#

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