



**FOR IMMEDIATE RELEASE**

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## **The Happy Chocolatier Celebrates Making to 10 Years as A Small Business**

*A decade spreading chocolate happiness brings successes and challenges*

**ACTON, MA – October 25, 2021** – [The Happy Chocolatier](#)<sup>™</sup>, LLC of Acton, MA, today announced the company is celebrating 10 years in business. The small business evolved from a retail storefront operation in 2011 to online retail and wholesale in 2018. Along the way, the company’s mission of spreading chocolate happiness has not wavered. The Happy Chocolatier was founded by husband and wife team, Paul and Michelle McMahon. Today, the truffle Cubze are loved by many in the local area and the business continues to grow through [online retail](#), new [wholesale](#) accounts, and [favors and business gift](#) purchases.

Small business ownership is both rewarding and challenging in the best of times. Paul McMahon, co-founder of The Happy Chocolatier, noted, “Our most challenging time has been during the COVID-19 pandemic with the disrupted supply chain, wholesale accounts and partners going out of business, and widespread shipping delays. While we always try to deliver the best customer service possible, it’s been extremely challenging to operate. Michelle and I are very pleased the business is doing well at this point, having beat the odds of a 70 percent failure rate by 10 years. We’ve remained true to our vision of [spreading chocolate happiness](#) with our small business.”

Truffle Cubze can be purchased for both personal enjoyment and gift giving for family, friends, co-workers and business associates. Consumers can give the gift of fine chocolate and inspirational thoughts about happiness, with individually wrapped truffle Cubze in a variety of flavors, including dark chocolate, milk chocolate, cappuccino, mint, peanut butter, raspberry, cookies and cream, sea salt and orange. The Cubze are gluten-free and all-natural, wrapped in jewel-toned foils with an inspirational thought about happiness tucked inside.

From day one, The Happy Chocolatier has also made it part of its mission to support the local community with donations to schools, food pantries and Beacon Santa, as well as larger national mission-based organizations.

“I’ve always said that starting a small business is not for the faint of heart or a weak marriage,” said co-founder Michelle McMahon. “All kidding aside, it’s very challenging to operate a small business. We made a good business decision in shifting to online retail a few years ago, which was fortuitous once the pandemic hit. We continue to deliver delicious chocolate treats, while inspiring the soul with thoughts about happiness. It’s also been very rewarding to help those in need over the years through sales of our Cubze.”

## **The Happy Chocolatier**

The Happy Chocolatier™, LLC, was founded in June 2011 with the mission to spread chocolate happiness with its extra-large cubed truffles. Every truffle [Cubze™](#) is individually wrapped in a colorful jewel-toned foil like a small gift and contains an inspirational thought about happiness. The Happy Chocolatier truffle Cubze offer consumers an all-natural chocolate treat, plus a bit of inspiration for a truly unique experience that pleases the palate and enriches the soul. Visit the company's website, [www.thehappychocolatier.com](http://www.thehappychocolatier.com), for personal and business gifts.

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