

MASTER CHOCOLATIER
SAN FRANCISCO

BACKGROUNDER

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JOSEPH SCHMIDT™ CONFECTIONS 2007 HOLIDAY COLLECTION

Joseph Schmidt™ Confections 2007 Holiday Collection dazzles the senses with whimsical designs and trend setting flavors, including hand-painted gift boxes and truffles infused with flavors of Sea Salt Caramel, Meyer Lemon, Pomegranate, Mexican Chocolate, Mandarin Zest and Vanilla Cognac. In addition to limited-edition flavors and sculptures, the 2007 Holiday Collection includes:

CHRISTMAS

- ***Toy Soldier Box.*** Joseph's most popular Toy Soldier Box returns this season. A holiday favorite, the hand-painted toy soldier batik box features 12 assorted *Slicks*® and two mini truffles. Suggested retail price is \$40.
- ***Holiday Fresco Box with 25 Mini Truffles.*** Guests will enjoy Joseph's mini Sea Salt Caramel and Vanilla Cognac truffles beautifully nestled inside a large batik box decorated with a picturesque winter landscape. Suggested retail price is \$39.
- ***Holiday Mini Card Boxes.*** Joseph's Mini Card Boxes are this season's must-have stocking stuffer. Featuring festive snowman and Santa designs, these small gift boxes house eight mini truffles, including flavors of Sea Salt Caramel, Meyer Lemon and Pomegranate. Suggested retail price is \$17.
- ***Mini Red Sachets.*** Joseph's Mini Red Sachets with white satin ribbon make the perfect parting gift or Christmas dinner table decoration. Tucked inside are two mini truffles. Suggested retail price is \$5.
- ***Holiday Sculptures.*** Hand-molded and decorated Santas, Toy Soldiers and Nutcrackers are crafted from the finest Belgian chocolate and make a delightful holiday gift for all ages. Suggested retail price is \$28 to \$48, depending on size.

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CHANUKAH

- ***Menorah Truffle Box.*** A gold menorah shines bright on this hand-painted blue and white box. Inside you will find three large decadent truffles in All Dark, All Milk and Vanilla Cognac. Suggested retail price is \$13.
- ***Star of David Batik Box.*** A shimmering Star of David Batik Box contains 18 individually wrapped petite truffles in All Dark and All Milk. Each box is delicately crafted and decorated with glitter and multi-toned blues and white to create the perfect holiday treat. Suggested retail price is \$20.
- ***Chanukah Mini Card Boxes.*** Eight nights of giving can be topped off with Joseph's Mini Card Boxes decorated with stars and menorahs. Each box is filled with fabulous truffles flavors, including Vanilla Cognac, Pomegranate and Sea Salt Caramel. Suggested retail price is \$17.

About Joseph Schmidt™ Confections

Joseph Schmidt Confections has been producing unique chocolate creations since 1983. Located in San Francisco, Calif., Joseph Schmidt Confections designs award-winning handcrafted chocolate creations including *Mosaics™* chocolates, *Slicks®* chocolates, *Signature Line* Truffles, Hot Chocolate and Belgian Chocolate Bars. In addition to these year-round treats, Joseph Schmidt Confections also produces specialty Holiday Collections featuring exquisite chocolate sculpted pieces and hand-painted gift boxes. The Seasonal Collections feature the distinctive Joseph Schmidt truffle filled with the season's handpicked flavors. Joseph Schmidt Confections are available nationwide through Joseph Schmidt Confections boutiques, gourmet specialty shops, high-end department stores and online at www.jsc.com. Joseph Schmidt Confections is part of the Artisan Confections Company, a wholly owned subsidiary of The Hershey Company. For more information or to find a list of retailers, please visit www.jsc.com or call 1.866.237.0152.

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