

MASTER CHOCOLATIER
SAN FRANCISCO

FOR IMMEDIATE RELEASE

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**JOSEPH SCHMIDT™ CONFECTIONS DEBUTS
2007 HOLIDAY TRUFFLE COLLECTION**

Exotic Flavors and Bold Designs Combine to Form Chocolate's Ultimate Holiday Gift

SAN FRANCISCO – November 19, 2007 – The new Joseph Schmidt™ Confections 2007 Holiday Truffle Collection offers something for everyone on your gift list this holiday season. The indulgent truffles feature exotic new flavors including: Sea Salt Caramel, Mexican Chocolate, Mandarin Zest, Vanilla Cognac, Meyer Lemon and Pomegranate. The truffles are boldly decorated and come in beautiful handcrafted packaging that will impress even the pickiest ones on your list.

“Whimsical and delicious, my truffles inspire joy and treat the senses,” said Master Chocolatier Joseph Schmidt. “Featuring exotic new flavors, the 2007 Holiday Collection invites you to explore and share exciting new flavor combinations with family and friends.”

Joseph Schmidt’s signature dome-shaped truffles are beautifully decorated with artistic swirls and simple lines of color and are housed in hand-painted gift boxes. The 2007 flavors include:

- **Sea Salt Caramel.** Premium milk chocolate and organic caramel are contrasted with a hint of sea salt to create a sumptuous balance of flavors.
- **Mexican Chocolate.** The perfect marriage of Joseph Schmidt’s rich dark chocolate ganache with Mexican cinnamon, allspice and a hint of habanero.

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- **Mandarin Zest.** A bittersweet combination of sweet and tart tangerine zest and intense dark chocolate.
- **Vanilla Cognac.** Real vanilla and cognac combine to create a smooth and decadent dark chocolate center surrounded by a milk chocolate shell.
- **Meyer Lemon.** A dark chocolate ganache is paired with the sweet citrus flavor of Meyer lemon and surrounded in premium dark chocolate.
- **Pomegranate.** The refreshingly tart flavor of pomegranate blends with a dark chocolate ganache and a rich dark chocolate shell.

Joseph Schmidt Confections specialty holiday products are available nationwide at Joseph Schmidt boutiques, specialty grocers, fine department stores and online at www.jsc.com. Select truffles, including All Dark, All Milk and Milk Cherry, also will be available at mass retailers nationwide, including Walgreen's.

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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