



MASTER CHOCOLATIER  
SAN FRANCISCO

## BRAND BACKGROUNDER

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## JOSEPH SCHMIDT™ CONFECTIONS

### *Chocolate in Art Form – The Ultimate Sensory Experience*

**SAN FRANCISCO** – Joseph Schmidt™ Confections masterfully creates the ultimate chocolate experience by transforming the world’s finest chocolate, flavors and passion into edible art. Handcrafted by award-winning chocolatier Joseph Schmidt, Joseph Schmidt Confections offers a gallery of sensory experiences and flavors from fruit and spice, to caramel and nuts to champagne and spirits. Blending rich Belgian chocolate with all-natural flavors, Joseph Schmidt Confections continues to produce creations that capture the attention of chocolate connoisseurs everywhere with his award-winning truffles and handcrafted chocolate sculptures.

Since opening its first store in 1983, Joseph Schmidt Confections has been the master of unique chocolate art and beautifully painted confectionary creations. Purveying chocolates almost too beautiful to eat, Joseph Schmidt combines his artistic talent with his passion for pleasing the palate.

“Savoring a truffle is the ultimate indulgence of the senses, it is an experience to be enjoyed,” said Joseph Schmidt, chocolatier. “The delicate design, the rich flavor and the smooth texture bring taste buds to life and invigorate the senses.”

The experience begins by taking Belgian chocolate, easily recognized for its rich taste, soft texture and delicate, yet complicated, flavors, and turning it into a canvas for the eyes and mouth. Joseph Schmidt Confections are known world-over for their signature egg-shaped truffles and artful innovations. Featuring *Slicks*®, *Mosaics*™ and sculptures, chocolatier Joseph Schmidt continues to expand his passion and artistic talents. Schmidt designs each chocolate from flavor to artistic flair.

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Today, as an award winning chocolatier, Joseph Schmidt has earned the reputation of the “Rodin of Chocolate,” and his chocolate sculptures have been displayed at the American Crafts Museum in New York. Special commissions have included: an Eiffel Tower for the French Ambassador, a 25 pound cable car for the Queen of England, a white dove for Nelson Mandela and a giant panda for Prince Philip and the World Wildlife Organization.

In addition to one-of-a-kind sculptures, Joseph Schmidt’s artisan chocolates and truffles come in a variety of collections and styles.

### **Seasonal Collections**

Each season, the artisans at Joseph Schmidt handpick the finest flavors to feature in their Holiday Collections and Seasonal Collections. Valentine’s Day, Easter, Mother’s Day, Halloween, Thanksgiving, Chanukah and Christmas are celebrated with hand painted boxes, unique cream fillings and holiday-appropriate chocolate sculptures. In addition, spring and summer designs include bright colors and painted flowers, while the autumn collection mimics the change in season with warm tones and falling leaves.

### **Signature Line Truffles**

Joseph Schmidt’s distinctive egg-shaped truffle has become the company’s trademark and is known throughout the industry as the “American” truffle. The signature Joseph Schmidt swirls and lines adorn the top of each truffle. Depending on the season, the hand painted truffles feature decadent flavors such as raspberry brandy, champagne, double latte and ginger.

### **Confections**

Departures from the traditional truffles, *Mosaics*<sup>™</sup> and *Slicks*<sup>®</sup> bring the brilliance and flavors of truffles to life in completely new forms. From the tile *Mosaics*<sup>™</sup> that feature elaborately patterned hand-painted tops to the disc-shaped *Slicks*<sup>®</sup> that feature a signature Schmidt painting, each is more beautiful than the next.

### **Sculptures**

Joseph Schmidt signature sculptures range from the functional to the unimaginable. The collection of chocolate art features flowers painted into chocolate bowls, whimsical figurines that delight the senses and hand-sculpted flower gardens. Each piece tasting as beautiful as it looks.

### **Joseph Schmidt Chocolates / Page 3**

Joseph Schmidt Confections are available nationwide at Joseph Schmidt Confections boutiques, fine department stores, select retail partners and online at [www.jsc.com](http://www.jsc.com).

### **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](http://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](http://www.jsc.com) or call 1.866.237.0152.

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