



Ghirardelli
Intense Dark Gourmet Chocolate Bars
Ultimate Experience in Chocolate

Toffee Interlude "We'll Never Tell"

Relish a daytime breather with a slightly sweeter dark chocolate blended with crunchy toffee and caramelized almonds. This 48 percent cacao bar has a seductive, yet soothing aroma and blends the perfect balance of sweet and salty flavors. It is sophisticated with a juicy and mouthwatering quality that's highly addictive.

Suggested Pairings

Beverages: Guinness; Anchor Steam Beer; Porter
Barley wine
Cream sherry
Drambuie

Nibbles: Salty snacks
Salt & vinegar chips
Chex® party mix

Availability

Ghirardelli retail stores – visit www.ghirardelli.com to find a location

Beginning March 2006, the bars will be available nationwide in food, drug and mass merchandise stores

Suggested Retail Price

\$2.99

Size

3.5 ounce bar

Packaging

New, dramatic and appetizing carton with vertical orientation



1111 139th Avenue
San Leandro, CA
94578-2631

800.877.9338

www.ghirardelli.com

Contact: Kerry Coulter
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(415) 984-6137 kerry.coulter@ketchum.com

Toffee Interlude

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Espresso Escape
“Energy Boost”

Enjoy a mid-afternoon respite with dark chocolate fused with finely ground deep-roasted espresso beans. Espresso and chocolate are in perfect harmony in this irresistible dark chocolate bar made with 60 percent cacao, fused with finely ground, deep-roasted espresso beans. Flavor notes include dried cherry, prunes and caramel. Creamy-smooth, this succulent bar is complex on the palate, with a remarkable depth and brightness of flavor.

Suggested Pairings

- Beverages: Young Cabernet
Madeira
Tawny Port; Ruby Port
Anisette
Cup of hot chocolate
Steamed milk or vanilla milk
- Nibbles: Brioche or croissant
French toast
Marshmallows – make adult S’mores

Availability

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Espresso Escape





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Citrus Sunset

“A Fresh Start – The Best Lies Just Ahead”

Reflect on the simple pleasures of the day with a refreshing, aromatic and delightful dark chocolate fused with flavorful bits of orange and just the right amount of rich caramel crunch. These ingredients provide a delightful textural and flavor contrast to the smooth, rich, dark chocolate. The essence of orange blossoms is captured in this bar, made with 60 percent cacao. The refreshing, cleansing quality of citrus make it a crowd pleaser.

Suggested Pairings

Beverages: Orange Muscat
Muscat de Beaumes de Venise
Coffee, espresso or cappuccino
Green tea or jasmine tea

Nibbles: Cottage cheese
Chèvre
Cream scone
Dried apricots

Availability

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Twilight Delight
"Finish the Day"

Savor the pleasurable and relaxing finish to the day with a pure, deep and luxuriously rich dark chocolate with a slow and delicious melt, creamy mouth feel and perfect finish. Highly aromatic, the bar has mocha, blackberry and dark cherry flavor notes and a slightly smoky quality. With 72 percent cacao, it has intense chocolate flavor and a silky smooth texture. A sensuous chocolate, this bar has a long finish and a delightful, lingering flavor.

Suggested Pairings

- Beverages: Cognac
Armagnac
Dry red wine to bring out fruity character,
such as Zinfandel, Syrah or Cabernet
Black Muscat
Wines with low tannin
Dark beer; stout
Black tea
- Nibbles: Brioche
Sweet baguette
Toasted almonds
Dried fruits such as figs, raisins and dried cherries

Availability

Ghirardelli retail stores – visit www.ghirardelli.com to find a location

Beginning March 2006, the bars will be available nationwide in food, drug and mass merchandise stores

Suggested Retail Price

\$2.99

Size

3.5 ounce bar

Packaging

New, dramatic and appetizing carton with vertical orientation

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Twilight Delight

Introducing...
Introducing...

Ghirardelli Intense Dark Gourmet Chocolate Bars

The luxuriously deep and velvety dark chocolate in the new Ghirardelli Intense Dark Gourmet Chocolate Bars is fused with sophisticated ingredients delivering an experience of unrivaled intensity. A velvety smooth, fragrant, intense dark chocolate is fused with decadent ingredients in a delicately thin bar to transport you to moments of timeless pleasure.

Whether your moment is reflecting on the simple pleasures of the day with Citrus Sunset or savoring a mid-afternoon respite with Espresso Escape, enjoy as the intense chocolate pleasure lingers and time stands still.

Flavors: Twilight Delight, Citrus Sunset, Toffee Interlude and Espresso Escape

Flavor Descriptions: * **Twilight Delight** (72% cacao) – Savor the pleasurable and relaxing finish to the day with a pure, deep and luxuriously rich dark chocolate with a slow and delicious melt, creamy mouth feel and perfect finish

* **Citrus Sunset** (60% cacao) – Reflect on the simple pleasures of the day with a refreshing, aromatic and delightful dark chocolate fused with flavorful bits of orange and just the right amount of rich caramel crunch

* **Toffee Interlude** (48% cacao) – Relish a daytime breather with a slightly sweeter dark chocolate blended with crunchy toffee and caramelized almonds

* **Espresso Escape** (60% cacao) – Enjoy a mid-afternoon revival with dark chocolate fused with an exotic blend of finely ground, deep-roasted espresso beans, resulting in exceptional flavor, snap and rich coffee aroma

Availability: The four new bars are currently available at Ghirardelli retail stores – visit www.ghirardelli.com to find a location

Beginning March 2006, the bars will be available nationwide in food, drug and mass merchandise stores

Suggested Retail Price: \$2.99

Size: 3.5 ounce bars

Packaging: New, dramatic and appetizing carton with vertical orientation

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FOR IMMEDIATE RELEASE

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Ghirardelli Introduces New Intense Dark Gourmet Chocolate Bars to Meet Growing Demand for More Sophisticated Chocolate Experiences

Twilight Delight, Citrus Sunset, Toffee Interlude and Espresso Escape Provide Every Day Indulgence

SAN FRANCISCO, Calif. — In the 90s it was the coffee bean and America's love affair with double lattes and grande mochas. Now, it is the cocoa bean and America's growing appreciation for dark chocolate that's making headlines. One of the country's oldest and largest chocolate makers, The Ghirardelli Chocolate Company, is predicting that dark chocolate will be the next luxuriating, indulgent food trend to make its way into the hands and hearts of chocolate-lovers everywhere. To meet this trend, the company today announced the introduction of its new Intense Dark Gourmet Chocolate Bars.

"The nation's chocolate palate is growing more sophisticated and people are beginning to crave a more intense-tasting chocolate experience," said Tinka Gordon, The Ghirardelli Chocolate Company Vice President of Marketing. "We have put our finest time-tested chocolate-making knowledge and skills into our new Intense Dark Gourmet Chocolate Bars to make them among the best dark chocolate products in the world. With these bars, consumers will discover the ultimate chocolate experience."

While dark chocolate is not new to Ghirardelli — the company has produced high quality dark chocolate since it first opened its doors in 1852 — the new Intense Dark Gourmet Chocolate Bars mark a new venture in the gourmet arena.

Each Intense Dark Gourmet Chocolate Bar is named after a distinct and pleasurable everyday moment. Initially, the company is launching four flavors which will be available nationwide by March 2006:

- Twilight Delight (72% cacao) – Savor the pleasurable and relaxing finish to the day with a pure, deep and luxuriously rich dark chocolate with a slow and delicious melt, creamy mouth feel and perfect finish.
- Citrus Sunset (60% cacao) – Reflect on the simple pleasures of the day with a refreshing, aromatic and delightful dark chocolate fused with flavorful bits of orange and just the right amount of rich caramel crunch.
- Toffee Interlude (48% cacao) – Relish a daytime breather with a slightly sweeter dark chocolate blended with crunchy toffee and caramelized almonds.
- Espresso Escape (60% cacao) – Enjoy a mid-afternoon revival with a dark chocolate fused with an exotic blend of finely ground, deep-roasted espresso beans, resulting in exceptional flavor, snap and rich coffee aroma.



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The trend toward dark chocolate consumption and Ghirardelli's new Intense Dark Gourmet Chocolate Bars has caught the eye of leading chocolate experts.

"People seem to be finding more enjoyment and pleasure in appreciating chocolate and, overall, premium dark chocolate provides a more intense chocolate-tasting experience than other types," said Elizabeth Falkner, executive chef and managing partner of San Francisco-based Citizen Cake and sibling, Citizen Cupcake. "I think all of us are increasingly appreciating the finer points of food, and chocolate is no exception. I am seeing more people entertaining with chocolate and hosting chocolate-tasting parties. Chocolate could be the next big entertaining and socializing phenomena."

Twilight Delight, Citrus Sunset, Toffee Interlude and Espresso Escape are each available in 3.5-ounce bars and will retail for a suggested price of \$2.99. They are currently available in Ghirardelli retail stores. Visit www.ghirardelli.com to find a location. Beginning March 2006, the bars will be available nationwide in food, drug and mass merchandise stores.

About The Ghirardelli Chocolate Company

The Ghirardelli Chocolate Company is a manufacturer and marketer of premium chocolate products. Incorporated in 1852, Ghirardelli has one of the richest heritages of the American chocolate companies. As the country's longest continuously operating chocolate manufacturer, Ghirardelli has established its position as America's Premium Chocolate Company with more than 150 years of chocolate making experience. Ghirardelli's product line includes its signature SQUARES™ chocolate, Intense Dark Gourmet Chocolate Bars, other chocolate confections, baking chocolate and beverages. These items are sold through select food, drug, mass merchandisers, specialty stores and department stores. In addition, Ghirardelli sells industrial products for the confectionery, bakery, dairy and food service industries. Ghirardelli currently owns and operates 12 retail stores in four states, including the original Soda Fountain & Manufactory Shop located in San Francisco's historic Ghirardelli Square. For more information about Ghirardelli, visit www.ghirardelli.com.

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Elizabeth Falkner

Brilliant San Francisco pastry chef Elizabeth Falkner is on a roll. The executive chef and managing partner of Citizen Cake and its sibling, Citizen Cupcake, Falkner is adding Orson's to her family of restaurants this year while preparing to best an Iron Chef in an upcoming challenge in New York City.

But Falkner is never too busy to appreciate good chocolate. After a private preview tasting of Ghirardelli's Intense Dark Gourmet Chocolate Bars, this highly-acclaimed pastry chef has become an advocate.

"These dark chocolates are great and they inspire special moments to enjoy them – by a fireplace on a rainy night, in the study with a glass of Syrah..." she mused. "And we came up with some fabulous pairings with other foods and beverages so you can have some fun with them, hosting chocolate tasting parties for your favorite chocoholics."

Falkner's name is synonymous with breathtaking desserts that are delectable works of art, many of them made with chocolate. With a degree from the San Francisco Art Institute, she draws on modern architecture and popular culture and her own unique culinary talents to create an inimitable style.

Falkner, who was a 2005 nominee for the James Beard Foundation Outstanding Pastry Chef award, has received many accolades. She was a *San Francisco Chronicle* Rising Star Chef in 1995, *San Francisco Magazine's* Pastry Chef of the Year in 1999 and named one of the 10 Best Pastry Chefs in America by *Bon Appetit* in 2003. That year she also won the Golden Bowl Award from Women Chefs and Restaurateurs as Best Pastry Chef.

Falkner's career has been honed at some of San Francisco's premier restaurants. Before founding Citizen Cake, she was hand-picked by Traci Des Jardins to be pastry chef of Drew Nieporent's Rubicon in 1994. Her previous restaurant stints included Masa's, under chef Julian Serrano, and Elka in the Miyako Hotel.

Falkner started on her own with a contemporary pastry shop, Citizen Cake, in 1997 in the South of Market area of San Francisco. She moved Citizen Cake to the eclectic and vibrant Hayes Valley area in 2000, expanding her original pastry shop concept into an imaginative restaurant and bar for brunch, lunch and dinner, as well as a retail patisserie. She opened Citizen Cupcake Café and Bar in 2005 in the Union Square area of San Francisco in the Virgin Megastore.

Falkner has been featured in many magazines and has made numerous television appearances.

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Ghirardelli Intense Dark Gourmet Chocolate Bars

Making Magic with Perfect Pairings

Chocolate and...? No question, Ghirardelli's four new decadent Intense Dark Gourmet Chocolate Bars are irresistible all by themselves. Pull off the wrapper and release the rich, fragrant chocolate aroma that will start mouths watering. Snap off a piece, bite into velvety smoothness and revel in exquisite chocolate intensity. It's the ultimate chocolate experience.

But what happens if you pair these bars with food or drink? If it's the perfect pairing, you heighten subtle, nuanced notes...you enhance aromas...you build complex, layered tastes...you create a new kind of flavor magic! These explorations can lead to innumerable taste adventures at chocolate tasting parties or simply for your own enjoyment.

To source the most spectacular pairings, Ghirardelli convened a panel of some of San Francisco's top culinary professionals. After a preview tasting of Ghirardelli's four new Intense Dark Gourmet Chocolate Bars, the panel was tasked to find the perfect culinary partners.

Panel members were: Alice Medrich, chocolate authority and cookbook author; Elizabeth Falkner, executive chef and managing partner of Citizen Cake and Citizen Cupcake; Nicole Plue, pastry chef of Julia's Kitchen; Peter Marks, curator of wine at COPIA; Eric Shelton, pastry chef and owner of Sketch ice cream shop; and Catherine Pantsios, executive chef of the Ketchum Food Center.

Twilight Delight

Characteristics: This 72 percent cacao dark chocolate bar has intense chocolate flavor and a silky smooth texture. Highly aromatic, the bar has mocha, blackberry and dark cherry flavor notes and a slightly smoky quality. A sensuous chocolate, this bar has a long finish and a delightful, lingering flavor.

Suggested Pairings:

Beverages
Cognac
Armagnac
Dry red wine to bring out fruity character, such as Zinfandel, Syrah or Cabernet
Black Muscat
Wines with low tannin
Dark beer; stout
Black tea

Nibbles
Brioche
Sweet baguette
Toasted almonds
Dried fruits such as figs, raisins and dried cherries



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Toffee Interlude

Characteristics: This dark chocolate bar is infused with crunchy toffee and caramelized almonds. It has a seductive, yet soothing aroma and the perfect balance of sweet and salty flavors. This is a sophisticated bar with a juicy and mouthwatering quality that's highly addictive. Cacao content is 48 percent.

Suggested Pairings:

Beverages
Guinness; Anchor Steam Beer; Porter
Barley wine
Cream sherry
Drambuie

Nibbles
Salty snacks
Salt & vinegar chips
Chex® party mix

Citrus Sunset

Characteristics: The essence of orange blossoms is captured in this bar, made with 60 percent cacao. Zesty orange bits and caramel crunch provide a delightful textural and flavor contrast to the smooth, dark, rich chocolate. The refreshing, cleansing quality of citrus makes this bar a crowd pleaser.

Suggested Pairings:

Beverages
Orange Muscat
Muscat de Beaumes de Venise
Coffee, espresso or cappuccino
Green tea or jasmine tea

Nibbles
Cottage cheese
Chèvre
Cream scone
Dried apricots

Espresso Escape

Characteristics: Espresso and chocolate are in perfect harmony in this irresistible dark chocolate bar made with 60 percent cacao, fused with finely ground, deep-roasted espresso beans. Flavor notes include dried cherry, prunes and caramel. Creamy-smooth, this succulent bar is complex on the palate, with a remarkable depth and brightness of flavor.

Suggested Pairings:

Beverages
Young Cabernet
Madeira
Tawny Port; Ruby Port
Anisette
Cup of hot chocolate
Steamed milk or vanilla milk

Nibbles
Brioche or croissant
French toast
Marshmallows — make adult S'mores