



Askinosie™
chocolate

FOR IMMEDIATE RELEASE:

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Date: 2/6/08

In the Doghouse?...Askinosie Chocolate Will Be Open Late on Valentine's Day

Springfield, MO, February 6, 2008 – This Valentine's Day, Askinosie Chocolate will be open until 9pm for the public to come by, check out the factory and taste the chocolate. As part of this special evening, Askinosie Chocolate will be making chocolate for all to see, so bring your valentine or the entire family. This experience is free of charge and perfect for an after dinner treat for all the senses. Askinosie Chocolate will also be featuring dark chocolate covered strawberries available for purchase, as well as hot Sipping Chocolate that will warm anyone's heart – even if it's just your own!

Askinosie Chocolate will be offering dark chocolate covered strawberries all week prior to Valentine's Day and they will be open extended holiday hours. Come by the factory anytime between 9am-6:30pm, Friday, February 8th – Wednesday, February 13th; and 10am-4pm on Saturday, February 9th. Askinosie Chocolate is closed on Sundays.

Askinosie Chocolate, a small batch chocolate manufacturer located in Springfield, Missouri, sources 100% of their beans directly from the farmers. Shawn Askinosie, founder and chocolate maker, shifted his focus after 19 years as a criminal defense lawyer. In search of re-wirement outside the courtroom, Shawn began baking. His obsession with cupcakes turned into a passion for making chocolate from scratch. Now Shawn travels to regions of Mexico and Ecuador to work directly with the farmers and source cocoa beans for his chocolate. This allows the chocolate to be traced to the source and labeled Authentic Single Origin Chocolate. It also enables Shawn to profit share with the farmers, giving them a Stake In the Outcome™. Askinosie Chocolate exists to create great tasting chocolate made by people who love the noble craft. Their intention is not to win "the best chocolate in the world" award. But they do aim to be the best little chocolate factory in the world.

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