



Askinosie™
chocolate

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Contact Information: Kesha Quigg, 417-862-9900 (office), 417-880-6037 (cell),
www.askinosie.com, kesha@askinosie.com

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A Sensory “Chocolat” Experience
The Moxie and Askinosie Chocolate Present *Chocolat* on Nov. 30

Springfield, MO, November 20, 2007—“And it melts, God forgive me, it melts ever so slowly on your tongue, and tortures you with pleasure,” Yvette Marceau confesses in the movie *Chocolat*. The taste, the smell, the feel of chocolate is a rare sensory experience that few ever encounter in its complete form. In full sensory fashion (although probably not as seductively as Yvette), Askinosie Chocolate and The Moxie present *Chocolat* on Friday, November 30 at the factory of Askinosie Chocolate, 514 E. Commercial Street. The event will begin at 7 p.m. and feature a factory tour, chocolate making, samplings of Askinosie Chocolate, and fresh chocolate dipped fruit. *Chocolat* will be presented by The Moxie at 8 p.m. in the factory. Tickets are on sale for \$10 during regular box office hours at The Moxie, 408 W. Walnut.

This is the first collaboration between Askinosie Chocolate and Moxie Cinema, two unique establishments in Springfield. “As soon as Askinosie’s factory opened, we knew we had to do something there,” Nicole Chilton, co-owner of Moxie Cinema, says. “And besides, who wouldn’t want to watch a movie about chocolate in a chocolate factory.” *Chocolat* is more than a movie about chocolate, however. The film is based on the novel *Chocolat* by Joanne Harris and depicts the life of Vianne Rocher and her young daughter after they move to a small village in France and open a chocolate shop. The shop creates controversy in the town but ultimately transforms the rigid mind-set of all of those around. The film will be perfectly complimented within the Askinosie Chocolate factory while viewers nibble on some chocolate goodness.

Chocolat at Askinosie Chocolate is part of Moxie Cinema's Moxie-A-Go-Go series, which takes cinema out of the theater and places it where audiences least expect it.

Askinosie Chocolate is a small batch, bean-to-bar chocolate manufacturer located in Springfield, Missouri, sourcing 100% of their beans directly from the farmers. Shawn Askinosie 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™.

514 E. Commercial Springfield, MO 65803 USA
Phone +1 417 862-9900 Fax 417 862-9904
askinosie.com

