

For Immediate Release

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Moonstruck Chocolatier Scares up Tricks and Treats for Fall New Collection Captures Essence of the Season

(Portland, Ore. – Sept. 2008) – Moonstruck Chocolatier is ushering in autumn with a new seasonal collection that features the flavors of fall along with eerie and irresistible new treats for Halloween. The Halloween and Fall 2008 Collection combines sophisticated delicacies with haunting Halloween chocolates that appeal to the kid in all of us.

"Autumn is a season teeming with distinct flavors, and with this collection we've really captured those flavors in a number of unique chocolates," said Chef Julian Rose, master chocolatier at Moonstruck. "We've also had some fun creating a whimsical assortment of Halloween treats."

This Halloween, Frankenstein – a Dark Chocolate Marzipan Frankenstein, to be exact -- joins Moonstruck Chocolatier's cast of colorful characters. Autumn also marks the debut of the Turkey Truffle Collection, an assortment of colorful turkeys in distinct flavors, as well as the return of Moonstruck Chocolatier's popular Sea Salt Caramels. Chef Rose has also enhanced Moonstruck Chocolatier's unique Flavors of Fall Collection, resulting in truffles with bigger and bolder tastes.

Highlights of the Halloween & Fall 2008 Collection include:

- **Spooky Sweet Combo Pack (\$20)** – A tasty trio of Halloween treats! Wormy Jack, a milk chocolate Jack-o-Lantern filled with Gummy Worms, an Ivory Chocolate Ghost filled with raspberry mousse, and a Dark Chocolate Bat filled with strawberry mousse all team up in this bag of fun.
- **Frightful Delights Collection (\$19)** – A Dark Chocolate Marzipan Frankenstein makes his debut in this haunting collection, which also includes a Peanut Butter Ladyfinger Praline, a Raspberry Eyeball Truffle, a Milk Chocolate Pumpkin Truffle, a Strawberry Mousse Bat Truffle, an Ivory Toffee Ghost Truffle and an Extra-Bittersweet Black Cat Truffle.
- **Ivory Chocolate Skeleton (\$17)** – A spine-tingling collection of solid chocolate bones inside a coffin-shaped box.
- **Flavors of Fall Collection (\$25)** – An assortment of nine unique and newly enhanced chocolates that capture the essence of the fall harvest: Pfeffernusse Truffle, Pumpkin Pie Truffle, Harvest Almond Truffle, Caramel Apple Truffle, Pumpkin Seed Marzipan, Pecanette Truffle, Molasses Plantation Caramel, Maple Walnut Truffle and Nutmeg Truffle.
- **Sea Salt Caramel Collection (\$15)** – These popular chocolates return in a new assortment featuring three milk chocolate Sea Salt Vanilla Caramels and three dark chocolate Sea Salt Cajeta Caramels.

- **Turkey Truffle Collection (\$14)** – Destined to be “gobble-gobbled” right up! Four handcrafted milk chocolate Turkey Truffles, featuring vanilla, orange, raspberry and lemon ganaches, along with colorful hand-decorated tail feathers.
- **Falling Leaves Mint Tingles (\$10)** – Refreshing peppermint and crunchy bits of molasses brittle in naturally colored fall leaf designs.

The Moonstruck Chocolatier Halloween & Fall 2008 Collection is available now at all 14 Moonstruck Chocolate Cafés nationwide, select retail outlets and fine grocers across the country and at www.moonstruckchocolate.com.

About Moonstruck Chocolate Co.

Established in 1993, Moonstruck Chocolate Co. was founded on the premise that chocolate is an indulgence to be experienced by all the senses. Moonstruck Chocolatier uses only the finest and freshest ingredients, including chocolate that originates from some of the most exotic and highest quality cocoa beans in the world. The award-winning artisan chocolates, which were featured as the official chocolate of the 77th and 78th Annual Academy Awards® gift baskets, are handcrafted, hand-decorated and hand-packaged in Portland, Ore. Moonstruck Chocolate Co. also owns and operates 14 Moonstruck Chocolate Cafés in Oregon, California, Illinois, Michigan, Massachusetts, New Jersey and Virginia. For more information, please visit www.moonstruckchocolate.com.

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