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FOR IMMEDIATE RELEASE

LATEST MUST-HAVE ON COLLEGE CAMPUSES: THE CHOCOLATE PRETZEL PIZZA

Sweet Secrets Chocolate Offers Parents a Way to Show They Care with Their Chocolate Pretzel Pizza

WHEATON, Ill. – November 1, 2013 – [Sweet Secrets™ Chocolate](http://SweetSecretsChocolate.com) is offering up the hottest new must-have on college campuses across the country – their new *Chocolate Pretzel Pizza™*. It's a deliciously salty and sweet combination featuring a crunchy pretzel "crust" loaded with a chocolate-lover's dream list of toppings. Enclosed in a signature pizza-style box, the Chocolate Pretzel Pizza is a huge hit with parents who purchase them for their college-aged kids as a campus care package or treat before finals.

Owners of Sweet Secrets Chocolate, Terri Kinney and Dede Barnicle created their Chocolate Pretzel Pizza when they combined their own kids' love of chocolate and pretzels into a "pizza" full of their favorite sweet, snackable toppings. They took their signature pretzel bark, added a base of chocolate, and covered it with crunchy pretzel pieces, broken sugar cones, sugar-coated chocolate candies, chocolate cookie chunks, double chocolate chips, sprinkles and MORE chocolate.

The Chocolate Pretzel Pizza comes in three fun sizes including a small, "personal pizza" as well as medium and large sizes that are so loaded with toppings that a special "chocolate-busting mallet" is included to break it up and eat it!

"We find that our customers get rave reviews from their children in college after receiving a Chocolate Pretzel Pizza in their mailbox at school," said Terri Kinney, co-owner of Sweet Secrets Chocolate. "This delicious gift offers parents a special way to say hello to their kids and their roommates AND get a 'thank you' in return!"

Until now, the college student/parent market has been virtually untapped by the chocolate and dessert industry. That might soon change as the Department of Education expects more students than ever before headed back to college this year (nearly 22 million). Furthermore, according to the 2013 *re:fuel College Explorer* study, those students – and their parents – are expected to spend more than \$400 billion for college. An estimated \$117 billion of that will go towards discretionary purchases outside of the tuition, room & board, and supplies needed for school. With parents looking for new ways to show their kids they care, the Chocolate Pretzel Pizza offers an innovative and fun way to encourage their kids away at college.

Join the Club

Join the Sweet Secrets Chocolate [Sweets Club](#) to be the first to hear about coupons, promotions and new products. You'll get a promo code for \$2 off your next order just for signing up!

About Sweet Secrets Chocolate

Sweet Secrets Chocolate is an artisan chocolate company specializing in chocolate covered pretzels, pretzel bark, chocolate pretzel pizzas and hand rolled truffles. The company was founded by Terri Kinney and Dede Barnicle, two friends with a passion for chocolate and an eye for detail. They combined their skills from The French Pastry School and business school and began making truffles in 2008. They have since expanded their product offerings which are available online and in select stores. Their chocolates are artfully made by hand. Each piece is finished to perfection using the finest ingredients and packaged with care. Their products are unique, delicious and memorable. For more information or to purchase a Chocolate Pretzel Pizza or other artisan chocolate creation, visit Sweet Secrets Chocolate at www.sweetsecretschocolate.com. It's a secret that's meant to be shared.

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