



Media Contact:

Kristin Tuerk

312-622-7327

kristintuerk@gmail.com

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TIPS FOR SENDING THE PERFECT CORPORATE GIFT

Sweet Secrets Chocolate Has Eight Tips for Selecting Corporate Gifts This Holiday

WHEATON, Ill. – November 3, 2014 – There are only a few more weeks until the holidays, so it's time to start planning what gift to give to your most important clients, co-workers and business partners. You're tasked with finding a unique, but recognizable... professional, but not too stuffy.... inexpensive, but not too cheap... gift to send out to your annual list of recipients. Oh, and did we mention it needs to be different from what you sent last year?

To help make things easier, [Sweet Secrets Chocolate™](#) put together eight tips to help you find a gift that will make a lasting impression this holiday season. Follow these simple tips and you'll be sure to wow recipients and be the talk of the water cooler.

1. Be Original – Nobody wants to be the umpteenth person to send the oversized popcorn tin (which we all know goes stale after a day of people snacking on it and forgetting to put the lid back on properly). An original and tasty treat will send employees flocking to the break room for a taste.

2. Show Professionalism – Corporate gift-giving is not the time to get crafty. Save the quirky and home-made gifts for the white elephant gift exchange. A properly packaged and professional-looking gift says "I am a grown-up and I wanted to send you something GREAT this year to say 'thank you' for working with me."

3. Mix It Up – If you're sending a gift to an entire office or department, be sure to offer something to please everyone. Send a variety of options so that everyone will have something to enjoy.

4. Avoid Perishable Goods – You know that box of pastries that arrived at 4p.m. on Friday that nobody saw until Monday morning? They're old now and nobody wants them. If you send food, make sure that it has a reasonable shelf life and won't go bad in a day. If you're not certain, ask if the item you want to purchase will be good for several days or comes in individually-packaged servings.

5. Have Enough To Go Around – Think about how many people will be receiving your gift. If you're just buying for one person (like your boss), don't get an XXL fruit basket packed with enough bananas to feed 20 people. The same goes for larger groups. If it's an office of 50 people, don't send a dozen monogrammed mouse pads as some people will not get one and feel left out. Not sure how many to buy for? – Call the receptionist. These often undervalued employees are the key to knowing what will please everyone.

6. Get In Early – This one is important. Send your gift to arrive early in December. Why? Because EVERYONE ELSE will send theirs to arrive later on and they will pile up at the office and be overlooked. Whatever you do, don't send it fourth week of December. No one will be in the office that week. But you know that... you already requested off for that week.

7. Personalize it – You don't want your nice gesture to be a secret one at the holidays! Order a gift with a personalized note or monogram of your company's logo and get an estimated delivery date. Early on the day it's set to arrive, let the recipient know you're "sending a little something to say Happy Holidays." That will cause people to keep an eye out and may even inspire a "Treats in the kitchen from our favorite vendor!" e-mail that can lead to new biz next year.

8. Think Sweet – Nothing says "Happy Holidays" like chocolate. Most offices already have snack machines loaded with salty snacks and gourmet coffee machines with every flavor under the sun. A chocolatey snack is a welcomed treat. Not sure what to choose? [Sweet Secrets Chocolate](#) has a huge selection of chocolate-covered pretzels, pretzel bark, chocolate pretzel pizzas and truffles that are sure to satisfy any sweet tooth. Their gift baskets contain a variety of treats that are carefully prepared by hand and can be customized for any company.

Save Some Cash

Join the Sweet Secrets Chocolate [Sweets Club](#) to find out more about the latest holiday gift must-haves and to receive info on promotions and new products.

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 one of their artisan chocolate creations, visit Sweet Secrets Chocolate at www.sweetsecretschocolate.com. It's a secret that's meant to be shared.

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