



Zelda's Sweet Shoppe Claims Hot Chocolate Award at 2008 World of Chocolate

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Chicago, Illinois, 12/4/2008 – Skokie bakery Zelda's Sweet Shoppe captured the Hot Chocolate Award at the AIDS Foundation of Chicago's "World Of Chocolate" event Wednesday night at the Hilton Chicago.

The award honors "the altogether tastiest chocolate treat" exhibited at the event.

"This award is an incredible honor," said owner Linda Zelda Neiman. "There were so many talented chefs here tonight, so many delicious chocolates on display. To be singled out as the best, the tastiest, is just fantastic."

"What's most special to me is that the award is for the tastiest treat. It's the best award a chef can get" said Zelda's pastry chef Jennilee McCaffrey. "The look is important, but what matters most is how the chocolate tastes."

Zelda's is currently running a special in support of the AIDS Foundation. For any chocolate item purchased in the month of December, Zelda's will donate 15% of the proceeds to the AIDS Foundation of Chicago.

"This was a really special night. We're always eager to support a good cause, and the AIDS Foundation is such a vital organization. They did a wonderful job with this event," said Neiman.

"We got tremendous feedback from everyone, especially on the caramelized banana chocolate, the fried pecan truffle, spicy hot chocolates, and the gingerbread brownies. We created these



Pastry Chef Jennilee McCaffrey and Linda Zelda Neiman at the World of Chocolate.

recipes specifically for tonight's event, but the response was just amazing. We couldn't hand out the samples fast enough, and we're getting orders already."

The award winning chocolates are available at Zelda's flagship store at 4113 Main Street in Skokie, at many Chicagoland Jewel stores, and at www.zeldas.net.