



## Press Information

# Chocolate Pleasure Without Limits

### The 6<sup>th</sup> edition Germany's biggest chocolate festival "chocolART" takes place in 2011

[Tübingen] Africa, North and South America, Europe – 100 international premium chocolate makers will visit us in 2011 to honour the cocoa bean in the picturesque old town of Tübingen. Over 200,000 grateful connoisseurs will be presented with a wide variety of delicacies: meltingly tender sweets, handmade gourmet chocolates and a huge selection of fair trade chocolate which promises pleasure without remorse. The chocolate programme within the scope of "chocolART" also includes highlights such as relaxing chocolate massages, artistic cocoa painting, inspiring readings and exceptional chocolate theatre.

The special theme for "chocolART" 2011 is "Switzerland visits chocolART", under the patronage of Mr Hans Dürig, Consul General at the Consulate General of Switzerland in Stuttgart. What we can say so far: the pleasure of chocolate has no limits. Visitors can dive "duty free" into Tübingen's Swiss chocolate paradise.

Our organic milk concept is still the only one of its kind in the world: Every last drop of the carefully blended drinking chocolate produced by our exhibiting chocolate makers is prepared with the finest quality organic milk, which furthermore is regionally sourced. Sustainable ecology and local economies come together under the finest taste: "chocolART" makes it happen! From **29 November** until **4 December 2011** the university town of Tübingen will become Germany's biggest chocolate wonderland with atmospheric lighting, sophisticated art and consummate taste – a holistic "chocosophy" for everyone! The Swiss chocolate legend Alois Immoos will teach a sensory language in his seminars, which involves all of the senses and can be tried out immediately at the chocolate tastings. Children can plunge into the secrets of chocolate production with a visit to the chocolate workshop and can share their favourite creations with friends and family. Adults can take part in "Dr Choco's" popular filled chocolate course and learn more about the manufacturing of high-quality truffles and pralines.

On the historical marketplace of Tübingen, visitors will encounter the enchanting atmosphere of the illuminated half-timbered houses and the chocolateROOM, the glass-walled confectionery of the "chocolART" festival. Here the most prestigious confectioners of Baden-Württemberg will give a live demonstration of their skills. Visitors can watch as they make "Tübinger Schokotaler", a filled chocolate specially designed for the festival, and observe how chocolate works of art are produced.

On Saturday 3 December 2011 the sweet festivities will come to an end with a chocolate shopping night long into the late hours.

"chocolART" 2011 will elevate the pleasure of chocolate to an extraordinary experience for all the senses!

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*IHK Award  
Regional Winner 2011*

*1st Place in the Idea Competition of the  
Genießerlandes Baden-Württemberg 2010*

*1st Place City Marketing Prize  
Baden-Württemberg 2009*