



**FOR IMMEDIATE RELEASE**

**Introducing Duets™ — The First *Double-Filled* Chocolate Truffles**

**New York, NY (March 18, 2010)** – The Madelaine® Chocolate Company is proud to introduce a new line of chocolate truffles: Duets™ — The First *Double-Filled* Chocolate Truffles.

**WHAT MAKES THEM UNIQUE?**



Using a state-of-the-art technique Madelaine created four flavor combinations: *Peanut Butter & Caramel, Milk Truffle & White Truffle, Raspberry & Peanut Butter and Raspberry & White Truffle*. All within the finest milk chocolate shell.

The Madelaine® Chocolate Company researched and experimented with the finest ingredients and numerous flavor combinations to find the perfect flavor harmony.

*“The raspberry could not be too tart or too sweet or it would overpower the peanut butter. At the same time, we needed a buttery*

*caramel that would enhance the flavor of the creamy smooth peanut butter. And of course the milk and white truffle had to be perfectly balanced.”*

The initial response to Duets has been overwhelmingly positive. In taste tests conducted by an independent research company, Peanut Butter & Caramel and Milk Truffle & White Truffle were ranked the joint favorites, although participants unanimously agreed that all of the Duets are exceptionally delicious.



*The Duets product packaging*

The Madelaine Chocolate Company created a variety of POP displays and packaging options to enable retailers to readily market Duets™.

Available in:

- Convenient change-makers,
- Eye-catching, stand up gift bags
- Floor display shipper designed to draw the consumers' attention.

The graphics on the various points of purchase clearly delineate the two flavors that fill each truffle and the smooth milk chocolate shell that surrounds the two fillings. The change-maker, which is designed to readily fit into any retail location, features 48 pieces that are sold 2 for \$1.00. Each 5 oz gift bag retails for \$4.99-\$5.99. The floor display features 48 gift bags (12 bags per flavor).

### **Contact**

For additional information, Hi-res images or to receive samples please contact:  
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The Duets website: [www.duetsny.com](http://www.duetsny.com).

The entire Madelaine selection can be seen online at [www.Madelainechocolate.com](http://www.Madelainechocolate.com)

### **About The Madelaine Chocolate Company**

A privately held company based in Rockaway Beach, NY, The Madelaine Chocolate Company produces premium novelty chocolates. Customers include gourmet, specialty shops and fine department stores throughout the country. Madelaine has been in the forefront of high volume co-manufacturing for industry-leading brands and also serves the high-end private label market. All Madelaine products are certified Kosher.