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Create Your Own Customized Chocolate Bar with Chocri - A Unique Valentine's Day Gift!

NEW YORK, Jan. 11 /PRNewswire/ -- Today, chocri launched www.createmychocolate.com, the U.S. offshoot of the widely popular German site www.chocri.de that allows consumers to [design their own chocolate bar](#). The concept behind chocri is simple: first, choose your chocolate base (dark, milk, or white), and then select "toppings" to customize your chocolate bar. Toppings include both the traditional (like nuts and dried fruit) and the outrageous (chives or jalapenos, anyone?)! Upon checkout, you can even create a personalized name for your chocolate bar, which will be inscribed on the package.



(Photo: <http://www.newscom.com/cgi-bin/prnh/20100111/NY35193>)

Launching in time for Valentine's Day, chocri's customizable chocolate bars make the perfect, [gourmet V-Day gift](#) for that special someone in your life. Decorate your [Valentine's Day chocolate bar](#) with a "My Valentine" plaque, or confections inspired by the romantic holiday, including heart-shaped smiley faces, marzipan roses, and candied rose petals.

"Chocri bars make a wonderful Valentine's Day gift idea. They're decadent, beautiful, and absolutely unique! Nothing says 'I Love You' better than a [personalized chocolate](#) gift," says chocri CEO Carmen Magar. Can't decide what to put on your bar? No sweat! Chocri offers combination suggestions and gift certificates too.

In addition, chocri chocolates are all organic and fair trade, with 1% of sales donated to [DIV Kinder](#), a charity organization that cares for the needs of the children of the Ivory Coast (where a lot of cacao is produced).

With the mass customization market exploding across the U.S. retail and food industries, the chocri founders Franz Duge and Michael Bruck express their excitement to "enter this new, trending market with almost two years of experience on our back!"

American consumers can now [create their own chocolate bars](#) by visiting www.createmychocolate.com. The starting price for a bar is \$7.90 (with toppings ranging from \$0.10 for sea salt to \$2.10 for real gold flakes!), and there's a 3-bar minimum per order (be it 3 of the same, or 3 different bars). Standard international shipping is \$6 with deliveries from Germany expected within 2 weeks of ordering. To celebrate their U.S. expansion, chocri is offering a week-long FREE SHIPPING promo: consumers who place orders before the end of the day on January 18(th) will receive FREE standard shipping on their order!

For all media inquiries, email Termeh Mazhari at press@chocri.com, or call (646) 827-9594. For more info on chocri, visit <http://www.createmychocolate.com/>.

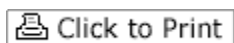
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