



## Media Advisory

# CALLING ALL CHOCOHOLICS

## Come Celebrate 25 Years Of Switzerland On Bayview With “*SWISS-MASTER CHOCOLATIER*”

### Saturday Sept 25<sup>th</sup> 2-5pm

With

*Chocolate Tasting, Swiss Music, Children’s Games, Photo opps with St Bernard dog,  
& Fabulous Prizes*

*Beautiful Chocolates for “Beautiful People”*

**Toronto, ON: September 12<sup>th</sup>, 2010**– Piles of chocolate have been set aside for melting in a Swiss fondue to mark a major milestone for *Swiss-Master Chocolatier*: 25 years of business on Bayview Avenue. Ms. Ingrid Laderach-Steven’s store has survived three recessions, numerous constructions on site, multiple plaza owners, and various management companies. The only constant in the area has been her splendid chocolate.

Now it’s time to celebrate pay homage to Ingrid’s Swiss heritagewith an afternoon of chocolate filled fun. The celebration includes a covered tent featuring a *chocolate truffle tasting* and a kid’s fun centre with *clowns and air brush tattoos*. Adults will have a chance to spin the *wheel of sweets* and a *St Bernard dog* will pose for photos with guests. Throughout it all, *live traditional Swiss music* by the *CANADYSLI TORONTO Guggemusig Band* will set the festive tone. Fabulous prizes will also be given away, including a getaway up north and fine dining experiences in Toronto.

Ingrid Laderach-Steven, officially trained in the art of chocolate making, lovingly decorates and packages each item at the store once her supplies arrive fresh from Switzerland. *Swiss-Master Chocolatier* carries over 70 types of truffles – from late-harvest champagne truffles to premium liqueur- filled “boules” – along with her personal favourite, the decidedly sophisticated Griotte (a whole cherry- including the pit, soaked in Kirsch and enrobed in chocolate).

So join us in the celebration of *Swiss-Master Chocolatier’s* 25<sup>th</sup> anniversary and revel in the festivities and sumptuous Swiss chocolates.

#### DETAILS:

**WHEN:** Saturday, September 25, 2 – 5pm

**WHERE:** Swiss-Master Chocolatier, 2538 Bayview Avenue, Toronto, Ontario

**WHAT:** An afternoon of chocolate tastings, music, prizes, fun for the kids, and much more

Website: [www.swissmaster.com](http://www.swissmaster.com) (Bayview & York Mills)

#### For More details and press materials:

Parmjit Parmar, Montana Ridge, [E: Parmjit@montanaridge.com](mailto:Parmjit@montanaridge.com) **T:** 416-750-966

