Lindt Chocolates

(a small brochure about truffles)

Lindt Chocolates had just opened its first US production facility in Stratham, NH, and was introducing a new product line … chocolate truffles. The following small brochure was part of the promotional effort.

The launch was slated for Valentine's Day. We decided to play on the popular connection between chocolate and romance.

But with a twist.

Could it be true that the type of chocolate one prefers reveals something about one's inner self?

ROMANCING THE TRUFFLE

Nature's Oldest Aphrodisiac

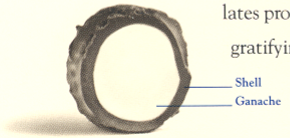
Lindt

The Tale of the Truffle

Since ancient times chocolate has been associated with feelings of love. In fact, Montezuma the Aztec king believed it was a great aphrodisiac. He was known to consume 30 golden goblets of hot chocolate a day.

Chocolate comes in many forms, but the most elegant and seductive is the chocolate truffle. According to legend, the first chocolate truffle was created as a novelty for King Louis XIII of France (who had a legendary sweet-tooth). The king loved the exotic underground mushrooms known as truffles. So the royal chocolatier created a chocolate treat that looked like a truffle. Voila! It was an instant hit. Like most good ideas, the truffle has survived, which is more than can be said for the French aristocracy.

The truffle is a double delight – two different chocolates at the same time. First comes the thin, hard outer shell of the truffle. This can be made of dark, milk or white chocolate. Then comes the soft inside, known as ganache, which is a silky blend of chocolate and fine cream. Together, the two chocolates produce a uniquely gratifying taste sensation.

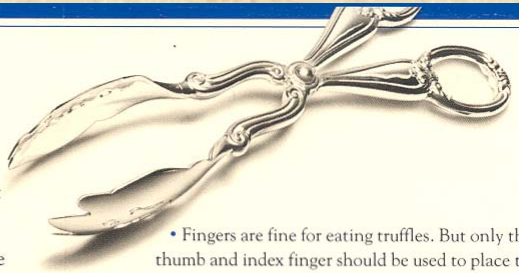


The Truffle Connoisseur

There is an art to eating truffles. You must first choose the moment carefully. Select a comfortable setting where you will not be distracted. Then place the truffle in the mouth whole. (Resist the urge to bite.) Roll it around for a while to savour the outer shell. Then, without using your teeth, crush it slowly. The result will be a deliciously subtle explosion of flavour as the two chocolates mix together.

Here are a few tips that will help you fully enjoy truffles. But caution is advised. Truffles are known to stimulate the body and inspire romance. And yielding to one sensual temptation may lead to others.

- An atmosphere of refined elegance enhances the moment. Try a table setting of lace, white linen, silver, crystal and candlelight.
- Arrange truffles imaginatively on a silver platter. Serve with silver tongs.
- Always serve truffles at room temperature.
- A single truffle served with coffee creates a special moment. Try floating one in cappucino for a moment, then popping it into your mouth.
- Don't feel limited to the dining room. Truffles can be enjoyed anywhere. In the family room. In the bedroom. In the bath. On a picnic. Even at the office.



- Fingers are fine for eating truffles. But only the thumb and index finger should be used to place the truffle in the mouth. (Particularly when it's someone else's mouth.)
- Fine Napoleon brandy provides a subtle counterpoint to the taste and texture of truffles. Try adding soft music and firelight.
- Feeling amorous? A truffle resting on the pillow sends a universally recognized signal.
- Had a rough day? Get a box of truffles. Draw a hot bubble bath. Take your clothes off. Get in. Eat the truffles. Relax.
- Slip one to a cranky co-worker. It works wonders.
- Find an empty office. Close the door. Take your shoes off. Put your feet on the desk. Pop a truffle in your mouth. Daydream. (It's like a vacation.)
- Try closing your eyes. It makes the flavour even more intense.
- Truffles make a tempting and festive centerpiece when arranged on a dish by themselves or with other delicacies. Try a Christmas tree shape, a heart, or some other holiday theme.
- Chilled and chopped, truffles become a delightful garnish when added to ice cream, cake, pie, fruit salad, or other desserts. Try them on pancakes or waffles.
- Mix your favorite chilled and chopped truffles into vanilla ice cream. Chill again. The ultimate.

The Gifted Truffle

Truffles are the quintessential compliment – which is why they make a versatile and elegant gift. They easily take on the spirit of any occasion. Truffles can express gratitude, convey appreciation, offer congratulations, display pride, even beg forgiveness.

Try truffles as a special thank you. As a peace offering. Congratulations on a graduation, an engagement, a new baby, or a new job. Use them to butter up the boss. Or the mother-in-law. They make excellent corporate gifts. They're perfect for Secretary's Day. Or Grandparent's Day.

Bring truffles as a house gift. Challenge your friends to play "Truffle Pursuit." And find out what truffles reveal about each person's "loving" personality. (See back panels.)

Truffles are considered an elegant and thoughtful gift for any occasion. But by far, chocolates, and especially truffles, are a gift for lovers. For Christmas, Valentine's Day, birthdays, and special occasions throughout the year, or for no reason at all, the message is always clear. Chocolate is indeed the food of love. And truffles are the ultimate chocolate experience.

Chocolatiers to the World

Lindt & Sprüngli are the last of the great Swiss chocolate families, and the company remains a family-owned and operated business to this day. The old-world values established by the founders have been passed down from one generation, and one century, to the next. Today Lindt & Sprüngli's hallmark is its uncompromising commitment to quality in the creation of unique taste experiences using only the finest ingredients the world has to offer.

Lindt "Les Nouveaux" Truffles

"Les Nouveaux" is the newest collection of gourmet chocolate truffles offered by Lindt of Switzerland. These fine truffles represent the epitome of the chocolatier's craft. The six exquisite flavours are available in two assorted gift boxes at fine department and specialty stores nationwide.

Truffles and You

It has long been known that chocolate has an uncanny effect on the spirit – very much like being in love. So we invite you to try a little experiment we call "Truffle Pursuit." Before reading further, take the time to carefully select one Lindt chocolate truffle as your absolute favorite. Then read on to learn what your preference reveals about your hidden "loving" personality.

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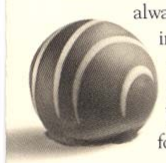
Sweet Surrender

Milk Chocolate with Soft Amaretto Center



You have a strong sense of romance that runs very deep. You are artistic, introspective and sensual, but always discreet and under control. You delight in simple pleasures. You don't take unnecessary chances and avoid extremes in your behavior. You seek the perfect balance in life and serve as a stabilizing force in the lives of others.

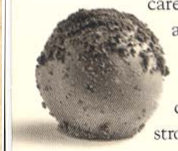
Swiss Bliss

Sprinkles and Milk Chocolate with Swiss Milk Center

You still have the soul of a child. You're fun loving, adventurous and mischievous – like the kid next door. You're an interesting, stimulating and playful companion. You've got boundless curiosity and energy. You know what you want and are willing to take creative risks to get it.

Orange Rapture

Crumble Milk Crust with Orange Blossom Center



Your tastes run toward the exotic and offbeat. You are adventurous, decisive, and passionate. Your carefree attitude makes you attractive and fun to be with. You're at home with all aspects of your sensuality and feel that romance is a way to express your creative spirit. You're admired for your strong sense of self.

Dark Delight

Cocoa Dark with Creamy Dark Center

You are a traditionalist. You know what you like and you stick with it. You are true to your word, which makes you a devoted lover and dependable friend. You've recognized the joys of the senses and enjoy yielding to your impulses. You almost always get what you want in life.

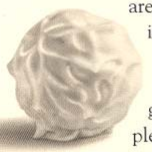
Forbidden Splendor

Dark Outer with White Center

You delight in variety and contrast. You tend to go from one extreme to another. This volatility makes you an exciting and unpredictable lover. You're always optimistic about life and have learned a lot from your adventurous past. Because you are energetic and able to see both sides of an issue, you are an ideal friend, boss or playmate.

Secret Ecstasy

White Shell, Chocolate Center



You are not what you appear to be. On the surface you seem calm and reserved. But underneath you are burning with desire. You are closely in tune with your most intimate desires and have a rich fantasy life. You're often underestimated, but once people get to know you they're always pleasantly surprised.

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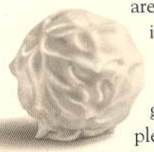

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Mullen PR took a Lindt spokesperson and the “Chocolate Loving Personality Test” on a successful nationwide tour of TV talk shows!

(They brought me back years later for another tempting program with Dan’s Chocolates.)

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