

##### For Immediate Release (June 17th, 2009) #####

## **Chocolate Covered Bacon arrives for the first time in Edmonton.**

### **Two members of Slow Food Edmonton work together to create a local sensation.**

Attention: Food/Beverage Editor, Home/Garden Editor, Lifestyle Editor, Travel/Tourism Editor

EDMONTON, ALBERTA, MEDIA ADVISORY--(Jun. 17, 2009) - Over a year after opening The Cocoa Room by Kerstin's Chocolates, Edmonton's premier chocolate shop, Kerstin Roos is making bold statements about taste and local food. On June 8th Kerstin participated in Slow Food Edmonton and the Junior League's Indulgence 2009 event showcasing local food. Her Chocolate Cassis Cup with Honey Crisp got rave reviews: it was made with local black currants (from Mo-Na Foods) and local honey (from Lola Canola Honey). Looking to create more connections with local food producers, Kerstin contacted fellow Slow Food Edmonton member Sherry Horvath. The Horvaths operate a local organic farm (Sunshine Organic Farm, located in Warburg, near Leduc), and raise rare Berkshire pigs. This is where it all started. Why not make a truly novel Father's Day special for 2009? And so local farmer and local chocolatier came together to create Edmonton's first batch of Chocolate Covered Bacon.

The bacon is cooked until it is crispy and then dipped in Venezuelan single origin 49% dark milk chocolate and finally sprinkled with cocoa nibs from Madagascar. The result is a wonderful crunchy, salty contrast between bacon and chocolate. Edmonton's first chocolate covered bacon goes on sale today in limited quantities at The Cocoa Room (10139 112th St) until Saturday June 20th. There will also be free samples of the Chocolate Covered Bacon available on Saturday, June 20th at the Sunshine Organic Farm booth at the Downtown farmer's market (near the corner of 104th St. and 102nd Ave.)

Kerstin hopes to continue in this direction, finding more local, Albertan foods that pair well with great chocolate, and turning them into delicious confections for all Albertans to enjoy.

Kerstin's Chocolates

*Chocophilia® Bars were named by Avenue Magazine to be one of the "25 Best Things to Eat in Edmonton". March 2009*

10139 112th St.

Edmonton, AB, T5K 1M1

Tel: (780) 990-0011

Fax: (780) 988-0075

<http://www.KerstinsChocolates.com>

\*For interviews or high-resolution images, please contact Kerstin Roos at [info@KerstinsChocolates.com](mailto:info@KerstinsChocolates.com)

#### **About Kerstin's Chocolates**

Kerstin Roos grew up in Germany, and when her family emigrated to Edmonton, she missed the high quality chocolate that she had grown accustomed to in Europe. Roos studied chocolate-making at the Culinary Institute in New York in 2002, and gained invaluable experience through an apprenticeship at a New York City chocolatier and attendance of master classes with the eminent chocolate maker Ewald Notter, in Maryland. She continues to attend industry workshops and events to learn new techniques and stay current on trends in the chocolate industry.

When she launched her Edmonton-based business in 2003, artisan chocolatier Kerstin Roos first began holding small group tastings of single-origin chocolates from the world's premier chocolate-producing regions. She also imported artisan chocolate bars and chocolate products from Italy, Austria and France, selling them through her on-line store ([www.KerstinsChocolates.com](http://www.KerstinsChocolates.com)), and at select retail locations in Alberta. In 2005, she set up her own commercial kitchen, and launched the Chocophilia® line of pure single-origin chocolate bars, made by hand in downtown Edmonton. In virtually no time, she had a cult following, and gourmet retailers from Vancouver to Winnipeg began to carry her bars. In February 2008, Kerstin's Chocolates opened its flagship retail store, and began creating a large variety of confections: inventive truffles, chocolate barks, chocolate covered nuts, meltaways and many other confections.

A passion for the highest quality ingredients, a vision of sharing her knowledge of chocolate with all and a desire to create products that benefit the local community: this is the core of what drives Kerstin and Kerstin's Chocolates. Roos is an active member of Slow Food Edmonton. She lives in Edmonton with her husband and two young children.

**About Sunshine Organic Farm**

Sunshine Organic farm is located sixty miles southwest of Edmonton in the beautiful, quiet countryside near Warburg, AB. Operated by Ed and Sherry Horvath and their children, it is one of the leading providers of certified organic meat, chicken and eggs to the Edmonton region. The Horvaths chose to raise the rare Berkshire breed of pigs over the quicker growing standard breeds for the outstanding flavor of their meat.

All of the animals at Sunshine Organic Farm are treated kindly and handled quietly. They are fed only organically grown feed and pastured on fertilizer-free fields. No growth hormones, implants or antibiotics are used in the farm's livestock program. The animals are free of the numerous by-products and medications fed to mainstream feedlot beef. This natural way of raising animals produces a tender, juicy meat containing the healthy fat "omega-3 essential fatty acid" and conjugated linoleic acid or CLA. Both are extremely important to your good health. The farm is certified through Global Organic Alliance. The Horvaths also belong to the Alberta Farm Fresh Association and have won a County of Leduc Environmental Stewardship Award in 2006. They are members of Slow Food Edmonton.

\*For further information about Sunshine Organic Farm and to contact the Horvaths, please see: <http://www.sunshineorganicfarm.com/>

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