

FOR IMMEDIATE RELEASE – CLEVELAND OH

“Buy Local” Gets Easier for Fine Chocolate Lovers

Northeastern Ohio chocolate lovers who grew up visiting the old Mitchell’s candy store in Cleveland Hts. can indulge their favorite passion this holiday season without driving back to the old neighborhood. Beginning November 19th and through the holiday season, all 17 neighborhood Heinen’s stores will have available a select assortment of artisan chocolates handcrafted in Cleveland Hts. by Mitchell’s Fine Chocolates.

For those who have not yet discovered the remarkable quality of Mitchell’s Signature Dark Semisweet Chocolate (52 percent cacao) and Silky Smooth Light Chocolate (33 percent cacao), Heinen’s will be giving away free samples at a select number of locations (dates and times to be determined). Representatives of the chocolatier will be on hand to share stories about how this legacy family enterprise started and answer questions about the unique cacao blends, fresh ingredients, and small batch processing, responsible for Mitchell’s chocolates’ distinctive quality.

Bill Mitchell, president of Mitchell’s Fine Chocolates, explains, “The Heinen’s family shares our commitment to quality and freshness, and is taking every effort to ensure that the freshness of the package on their shelves matches what you will find here at our Cleveland Hts. store. We are excited and honored to become a part of the Heinen’s tradition of serving local families with fresh products that are locally produced.”

According to Mitchell, the premium grocery chain will have available three selections packaged for holiday giving: half-pound and one-pound general assortment gift boxes and a 10-ounce gift box of 14 assorted truffles. A limited selection of Mitchell’s gift chocolates can also be found at Zagara’s Marketplace on Lee Road and at Pat O’Brien’s Fine Wines and Gourmet Foods in Pepper Pike all year long.

Mitchell reports, “For the total Mitchell’s experience, we encourage old customers and new ones to visit us in Cleveland Heights. But for busy holiday shoppers, these satellite opportunities are the next best thing, and we are delighted to be able to offer them.”

Mitchell’s Fine Chocolates is a locally owned business, founded by Greek immigrant, Chris Mitchell, in 1939. His widow, Penelope, and son, Bill, continue the tradition he established, creating handcrafted chocolates to old-world standards of craftsmanship, while keeping pace with changing trends and evolving palettes.

The Mitchell family store is located at 2285 Lee Road in Cleveland Heights, Ohio. Store hours are 10 a.m. to 6 p.m. on weekdays, and 10 a.m. to 5 p.m. on Saturdays, with extended hours - including selected Sundays - before major holidays. For more information, call (216) 932-3200 or visit www.mitchellschocolates.com.