



Issue Date: , Posted On: 11/17/2009

Jer's Cara Mella Bar Wins Best Chocolate Bar Award at 2009 Chocolate Show in NY



Solana Beach, CA., November 17, 2009 – Jer's **Handmade Chocolate**, which pioneered the gourmet, all-natural chocolate and peanut butter niche and which has already earned a remarkable six international taste awards since being founded less than a decade ago, has reached the pinnacle once again by earning the "Best Chocolate Bar" award for its Cara Mella bar at the prestigious Chocolate Show in New York early this month. More than 60 worldwide chocolatiers were in attendance at the show.

A genuine David and Goliath story of a man who rose above the competition to secure a unique niche within the chocolate industry, Jer's Handmade Chocolates began when a former Fortune 500 high-tech executive named Jerry Swain decided to get into the chocolate business after scoring a hit among friends with his premium-quality chocolate and peanut butter delicacies.

Despite initially working out of his house and lacking experience in the food or confection industries, Jer over the years parlayed his one-time hobby into a thriving brand that today is not only available nationally, but had already earned six International Taste Awards prior to this year's Chocolate Show event.

Jer's Cara Mella™ Peanut Butter Bars are made with all-natural gourmet dark chocolate, homemade creamy caramel and fresh organic peanut butter (made from locally-grown Valencia peanuts, the most nutritious, peanut-sweet and protein-rich available). Each batch of Jer's chocolate is preservative and filler-free. Other peanut butter bar flavors include the Milk Chocolate Original IncrediBar™ with crunchy rice crisps, Pretzo Change-O™ with salty pretzels, and Toffee Break™ with buttery toffee.

"I'm deeply honored and humbled that our Cara Mella™ bar was deemed 'Best Chocolate Bar' at the New York Chocolate Show this year," says Jerry Swain. "We take great pride in our products and having the quality and taste of our Cara Mella™ bar affirmed by such a highly-regarded group of industry experts means a great deal to our company and to me personally."

Jer's products are currently sold in specialty retailers nationwide such as Whole Foods Markets, Bristol Farms, Gelsons, Henry's, Fresh Market, Earth Fare, Food Emporium, as well as online via the www.jers.com site. For additional information about Jer's Handmade Chocolates, please visit the website or call (800) 540-7265.

<http://www.candybuyer.com/ME2/Audiences/dirmod.asp?sid=&nm=&type=MultiPublishing&mod=PublishingTitles&mid=8F3A7027421841978F18BE895F87F791&tier=4&id=B890CDA7332D428D956FA87BA8E06937&AudID=4A0007E1C5A94C11B28A92E75205FB00>