

Media Release

More Chocolate at ChocolateFest!

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BURLINGTON – The organizers of all-things-chocolate at Burlington ChocolateFest, May 23-26, are promising more of that ooey-goey goodness that attracts us all to the annual event.

There will be ways for you to not only eat that delectable treat, but also to wear it, create works of art with it, pair it sophisticatedly with fine wine, and literally, get your hands full of it.

Among the new events this year are: Project Yum-Way, a candy-wrapper fashion design contest inspired by Bravo's hit series Project Yum-Way; Chocolate Indulgence, an evening of wine and chocolate tasting; a children's parade and a geocache treasure hunt.

"We have events for all ages and more chocolate than ever," Chocolate Experience chair Caryn Bird said. "Many of the chocolate events are centered around this year's 'Pirates of the Chocolate Be'an theme.'"

Back by popular demand will be the \$2 Chocolate Chip tasting ticket, redeemable for chocolate samples from premier chocolate vendors under the 10,000-square-foot air-conditioned tent, ensuring everyone gets their fill.

The following events, some of which require advance registration and others which can be entered on-the-spot, are planned under the Chocolate Experience Tent at the festival grounds, located off of Highway 36 in Burlington. For more information about these chocolatey events visit www.chocolatefest.com.

Chocolate Indulgence – An after hours wine and chocolate tasting event for adults only from 8 p.m. to 9:30 p.m. Saturday, May 24. A \$5 ticket includes wine samples and a trip through the chocolate experience line filled with specialty desserts, including samples of the Bake-Off entries, warm Midwest Airlines Chocolate Chip cookies, and desserts from Lakeview Farms.

Project Yum-Way – A candy-wrapper fashion design contest and show. Teams will compete to design a wearable outfit made using candy wrappers within 30 minutes. The audience will choose the winner on the runway. Fun prizes. Register in advance or the day of the event. Contests will be 6 p.m. Friday, May 23 and 1 p.m. Sunday, May 25.

ChocolateFest Geocache – Travel Chocolate City in search of the cache. This is a timed event for 10 teams of up to four members. Prizes include chocolate and gift certificates from area businesses. Cost is \$20 and includes a t-shirt and entrance into the festival. Pre-registration is required.

More Chocolate Events

Chocolate Kiddie Parade – Decorate your stroller or wagon with a pirate, Memorial Day or chocolate theme and join the parade through the ChocolateFest grounds Saturday, May 24. Registration begins at 9:30 a.m. and judging will begin at 10 a.m. Each entrant will receive a Goodie Bag full of treats. First through third place winners in each of the three categories will receive a prize.

Chocolate Bake-Offs – Amateur bakers of all ages are invited to enter their favorite chocolate cake, cheesecake, cookies, fudge or candy in the annual bake-off. Registration will take place 30 minutes prior to the event starting time. Chocolate of some form must be one of the main ingredients. Judging will be based on overall appearance, use of chocolate, creativity and flavor. Complete rules are available at www.chocolatefest.com.

Chocolate Carving Contest - A chocolate sculpting contest open to the public. Two age groups: 12 and up; under 12. There is a \$5 entry fee. Register by May 1 by submitting an idea for a sculpture to Chocolate Carving Contest, P.O. Box 411, Burlington, 53105. Chocolate cylinder to be picked up at Chocolate Expressions May 7. Carving must be returned to Chocolate Expressions by May 21.

Chocolate Chef Demonstrations – Watch as some of the Midwest’s finest chefs create chocolate masterpieces. Master Chef Robert Fedorko and Rick Starr, of Grand Geneva, will kick-off the demonstrations at 1 p.m. Sat., May 24, followed by Master Chef Karl Helfrich, of European Imports, Chicago, at 1 p.m. Master Chef Robert Ash, from Intercontinental in Milwaukee, will begin the demonstrations at noon Sunday, May 25, followed by Master Chef David Swanson, of Braise on the Go, Milwaukee, at 2 p.m. Master Chef Michelle Odden, of the Pfister Hotel, will appear at 2 p.m. Monday, May 26

Candy Bar Eating Contests – Schneider Family Dentistry is again sponsoring chocolate bar eating contests. The contests will take place several times a day with winners facing off on Monday.

Hands-On Chocolate Mural – Dip your hands in chocolate and display your chocolate handprint on a community mural.

Chocolate Olympics – Participate in a variety of on-the-spot games and contests involving what else – chocolate.

Chocolate Create-A-Thon – Use grab and go ingredients to make a chocolate dessert.

Treasure Hunt – Search and find pirate symbols and enter prize drawing.

Chocolate Treasure Pool – Dig through the candy for pirate loot.

Treasure Land – Pirate-themed life-size board game.

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