



DEL MAR PLAZA

SEASIDE SPLENDOR

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DEL MAR CHOCOLATE BAR OPENS AT DEL MAR PLAZA

DEL MAR, Calif. – March 1, 2013 – Del Mar residents and visitors are in for a real treat when they visit the new Del Mar Chocolate Bar which opens its doors at Del Mar Plaza today. Similar to the Carlsbad Chocolate Bar, the confectionary will offer a large selection of specialty chocolates, plus bakery goods, a full espresso and coffee bar, and an assortment of retail wines, champagnes, and ports.

The Del Mar Chocolate Bar which recently operated out of a smaller store front on Camino Del Mar, moved into the larger retail space at the Plaza to accommodate expanding product lines and an espresso bar. Along with coffee, teas, chocolates, and wine, customers can expect to find novelty gifts, including seasonal gift baskets, and food items like taffy, blow pops, and brittles.

Situated on the second level of Del Mar Plaza, the new location is adjacent to an outdoor patio, so shoppers can enjoy sunshine and stunning views of the Pacific Ocean while they eat and drink. Visitors to the pet-friendly Plaza will be delighted to know that the store sells a variety of pet treats.

Owner Laura Reyes says she is excited about expanding within Del Mar, and believes her business will provide a unique product to patrons of the Plaza. “Chocolates are like people, they come in different sizes. We sell our chocolates by the piece, not by the pound, so customers can build custom

chocolate boxes that feel personal, not pre-packaged.”

The chocolates available at Del Mar Chocolate Bar are handmade fresh in the store each morning, or will be imported from celebrated chocolatiers from around the country. For other goods, the company partners with small vendors to source ingredients locally.

Del Mar Chocolate Bar will be open seven days a week. It will be located at Del Mar Plaza, at 1555 Camino Del Mar. For more information, please visit www.delmarplaza.com

About Del Mar Plaza

Located in the beautiful coastal village of Del Mar, California, Del Mar Plaza is an open-air shopping, dining and entertainment destination. Featuring a mix of unique retailers, ocean-view restaurants, and top of the line services, Del Mar Plaza draws locals and tourists from all over the country and the world. With iron work and tiled fountains, cobblestone laid pathways, and ocean views, Del Mar Plaza features an atmosphere reminiscent of a European marketplace. For more information, visit www.delmarplaza.com.

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