



MEDIA RELEASE: FOR IMMEDIATE RELEASE

IT'S ALL ABOUT CHOCOLATE

AT PRAHRAN MARKET'S WICKED CHOCOLATE FESTIVAL

Treat yourself to a day of supreme decadence at Prahran Market's **Wicked Chocolate Festival** on Saturday May 7, where the entire Market will be transformed into a chocolate wonderland of sensory delights.

See, taste, smell and enjoy everything chocolate with foodie fun activities suitable for the whole family, including a **Taste the Chocolate Trail** ticketed event featuring the Market's mouth-watering chocolate delicacies; a **pop-up Chocolate Precinct**; free chocolate cooking demos MC'ed by food writer **Dani Valent**, a producers' stage, a ticketed **High Tea at Essential Ingredient**, free tastings and more.

Discover chocolate at its best in Market Square AND the upper level Chocolate Precinct with **A25 Pizzeria's** Nutella Pizza, **Bibelot's** Raspberry Chocolate Tart and **Waffee's** Moorish waffles. The team from **Burch & Purchase** will also be on deck to tempt shoppers with their exclusive Wicked Chocolate mini tube desserts, while **Doughboys'** mouth-watering range of assorted chocolate doughnuts will be available for the picking! And if that's not enough there'll be a special **Fritz Gelato** cart, a pop-up **Professeur Crepe** cart,

Pana Chocolate stand, and **Butterbing** cookie sandwiches.

Snap up a refreshing choc-inspired cocktail from our **Chapel St Cellars Chocolate Bar** and devour a whole stack of creations from our traders, including 100% cacao super smoothies, rich chocolate mousse, raw vegan snickers, a selection of hot chocolates and loads of other satisfying delights.

Get involved in the chocolate eating competition for your chance to win a chocolate hamper, and make sure you snap your pic and upload it to Instagram to win even more great prizes!

Visit the Blanco Kitchen to take in a range of cooking demonstrations using premium chocolate supplied by **Weiss, Daintree Estate** and **ChocZero**. Our very own chocolatier Tad Lombardo will take the stage alongside couverture chocolate designer **Julie Whitehead** for an incredible chocolate flower demo, while the producers' stage will come to life with information about the history and manufacturing of chocolate.

The Prahran Market Wicked Chocolate Festival kicks off at 10.30am on Saturday May 7.

For further information or to organise a photo opportunity and/or interview, please contact Stefanie Reilly, PR Manager via stefanie.reilly@prahranmarket.com.au or 0401 422 214