

FEB 13, 2017 @ 10:03 AM 14 VIEWS

Why You'll Be Getting Better Valentine's Day Treats This Year

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Get this: at Max Brenner, most gifters will buy boxes of treats for their better halves on February 13 between noon and three. Did someone say last-minute lunch hour?

I have an enormous sweet tooth. I store melt-in-your-mouth Royce chocolates in my freezer and have some kind of candied stash at my desk. But the indulgence better be worth it. If life is like an addictive box of chocolates, it's looking like luxe is better.

Max Brenner, which first opened in 1996 with a motto of creating a chocolate culture, says many more people like myself are gravitating towards dark chocolate reasons out of health reasons. The chain has seen a 55% increase in dark chocolates over the past year. Calorie concerns for customers are translating into more premium products, like the "Dark Chocolate Lovers" collection with dark truffle, dark cacao and dark praline wafer.

"They want chocolates made with high-quality ingredients. It's become less about quantity and more about quality," explains Max Brenner Marketing Manager Azadi Siemens.