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## **FOR IMMEDIATE RELEASE**



## **MAX BRENNER CELEBRATES “SWEETEST WEEK” AND “SWEETEST DAY” DURING ITS 20<sup>th</sup> ANNIVERSARY YEAR**

(New York, NY)-October 10<sup>th</sup>, 2016- To kick-off the celebration of **Chocolate by the Bald Man**, Max Brenner’s 20<sup>th</sup> anniversary year, they have announced they’ll **“Make The World A Sweeter Place”** for chocolate lovers by celebrating **“Sweetest Week”** -beginning October 10<sup>th</sup>- and **“Sweetest Day”**-on October 15<sup>th</sup> - in their New York City, Boston and Philadelphia locations - with the following offerings:

- **Street Teams-** (NYC only)- will be randomly making New Yorker’s days “sweeter” with hot chocolate samples and special offers
- **Social Sweetening-** Surprising unsuspecting people online who need their day made “sweeter” with special in-store offers
- **Sweet Surprises-** Surprising people on social media with special gift bags.
- **20% off 20<sup>th</sup> Anniversary Traditional Gift of china-** (All three locations) Max Brenner’s signature utensil collection, including the iconic HUG MUG
- **20% off- ALL ‘chocolate shop’ purchases-** when a “Sweet” selfie is shared on social media
- **20% off Lunch - (NYC only)- ALL Lunch Menu items**
- **“Sweet” Selfie Photo Opportunity-** with in-store display

“We are thrilled to be celebrating and sharing our 20<sup>th</sup> year with our chocoholics who appreciate that we’ve been focused on creating a new chocolate culture worldwide,” said Max Brenner Marketing Manager, Azadi Siemens. “I can think of nothing better than being in a position to “Make the World a Sweeter Place.”

### **SIGNIFICANCE**

Sweetest Day is a holiday observed on the third Saturday in October in the United States. It is a day of romantic deeds or expressions, as well as a day to remember the less fortunate.

### **HISTORY**

In 1922, Herbert Birch Kingston, a candy-store owner and philanthropist in Cleveland, wanted to remember people in the city who were underprivileged and less fortunate. He distributed candy and chocolates to many of the hospitals and orphanages in the area, thus sharing and sweetening their day. In 1927, it was decreed that the week beginning on October 10<sup>th</sup> would be known as Sweetest Week.

### **TRADITIONS**

Sweetest Day traditions include gifting chocolate and candy.

### **WHEN IS IT?**

This year Sweetest Day will be celebrated on October 15<sup>th</sup> and Sweetest Week will begin October 10<sup>th</sup>.

### **ABOUT MAX BRENNER**

Max Brenner is creating a new chocolate culture worldwide, one that allows people to experience chocolate in a way they've always imagined. With its unique concept, products, desserts and its iconic presentation, Max Brenner has become the ultimate experience for chocolate lovers around the world.

Headquartered in New York City, Max Brenner has more than 60 Chocolate Bars internationally. For more information, please visit [www.maxbrenner.com](http://www.maxbrenner.com) or contact [publicrelations@maxbrenner.com](mailto:publicrelations@maxbrenner.com)

***High Resolution Photos Available Upon Request***