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“CHOCOLATE IN THE NEWS

In January 2004, I discovered a revolutionary shop in San Francisco: **Fog City News**. In this narrow little newsagent, newspapers actually only occupy a third of the space, and the rest is packed with **hundreds of chocolate bars—brands from all over the world**, including many of those I cherish. Every taste was catered for, from top of the price range bars of Amedei and Valrhona, down to mass-market products such as Lindt and Cadbury Fruit and Nut. Amazingly enough, despite having a better range than many chocolate shops, and with two-thirds of the shop invaded by chocolate, it is still known as a newsagent! What’s even more astonishing is that when you buy a bar, you can ask for advice—all the sales staff are fully choco-trained!...”

—Chloé Doutre-Roussel
The Chocolate Connoisseur. 2006.