

News Release
For Immediate Release

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Celebrate Love, Celebrate Chocolate Month

Body and soul warming Cholaca recipes and events in February

BOULDER, CO. (January 19, 2017) — February can be a cold and somewhat dismal month in Colorado, with the holidays behind, and the warmer days of spring still a long ways off - which makes it a great month to celebrate body- and soul-warming love around Valentine's Day, and body- and soul-warming chocolate, through [National "Celebration of Chocolate Month"](#). Boulder-based [Cholaca](#) creates pure liquid cacao beverages and single source baking wafers that are both natural stimulants and mood enhancers, perfect for thawing those February blues. To spread the love, Cholaca will be participating in and sponsoring several local events:

- The 36th Annual **Chocolate Lovers Fling** in Boulder, February 4
- **Couples' Yoga Valentine's Class** at Yoga Yuki in Boulder, February 11
- **Yogi Approved Valentine's Day Class and Lingerie Trunk Show**, February 14

Additionally, Cholaca has prepared [four romantic recipes](#) either for pampering yourselves, or spoiling a loved one: *Red Wine Hot Cholaca*, *Chocolate Pesto Steak and Shishito Peppers*, *Cholaca Caramel Dipped Strawberries*, and *DIY Cholaca Facial Scrub*.

The 36th Annual [Chocolate Lovers Fling](#) will take place on February 4 at the Omni Interlocken Hotel in Broomfield, Colo. Cholaca will provide pure liquid cacao for cocktails and samples for gift bags, enriching the evening's selection with a delicious gluten-free, vegan and paleo-friendly ingredient. The event will also include an Old Fashioned Cake Walk, a chocolate drawing and a live auction. Tickets (\$150 per person) and special room rates for the Omni are available [here](#).

On February 11, Cholaca will sponsor a Couples Yoga Valentine's Class at [Yoga Yuki](#), located at the Colorado School of Yoga, 3033 Sterling Circle #201 in Boulder. The class will be taught by Yuki Tsuji and Gillian Pierce and will focus on building a deeper level of emotional and physical trust with your loved one through partner yoga, Thai massage and communication exercises. A video by the [Global Glue Project](#) ("Real Tools for Real Couples") will be screened, and Hot Cholaca drinks served. Reservations before February 1 are \$90 per couple, or \$105 per couple after Feb 1.

On Valentine's Day, *Yogi Approved* (www.yogiapproved.com) will be hosting a 2.5- hour love-themed yoga class and lingerie trunk show in Denver, handing out Cholaca drinks and Cholaca's face scrub recipe (see [here](#)) to participants.

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High-resolution, professionally-taken photographs of Cholaca products and recipes are available on request.

More about Cacao and Cholaca

Cacao is one of the planet's most nutrient-rich foods. Rich in antioxidants and flavonoids, Cacao has more iron and magnesium than any other food. Boulder, Colo. based Cholaca was founded in 2012, by [Ira Leibtag](#), with one dream in mind: to bring healthy, organic and regeneratively farmed liquid cacao to the world, while curating sustainable economic partnerships with farmers throughout Peru and Ecuador. Cholaca is pure, 100% cacao made from one of the planet's most nutrient-rich superfoods. This delicious ingredient, available as a liquid or in baking wafer form, is also a natural stimulant and mood enhancer, and can be enjoyed on its own, or is also easily used in recipes. Cholaca is available at [local retail stores](#), or commercially via our [wholesale program](#). Cholaca is offered in a few varieties, and is made from only three ingredients, with no preservatives, emulsifiers or additives, and is also vegan, gluten free, dairy free and paleo friendly. Find out more at [Facebook.com/Cholaca](#), [Instagram.com/Cholaca](#), and [twitter.com/Cholaca](#). For interviews with CEO Ira Leibtag, contact Kuvy Ax at 720.329.7327 or kuvy@rootpr.com.