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Attention Brides to “b”:
The Ultimate Candy Divas Announce Sweet Wedding Planning Ideas and a Quick Fix to Monster-in-Law Drama

May 2005, New York, NY -- As if running a 4th generation chocolate business together wasn't enough, 1 pair of the **b.sweets** chocolate sisters, Erica and Shelly Bashour, just got engaged and are in the midst of planning for the most exciting event of their lives! While every wedding is a sweet, romantic celebration, the b.sweets girls are drawing upon their life-long love affair with chocolate and own signature collection to show-off their personal tastes and styles.

Designed specifically with women in mind, **b.sweets Chocolate Rx** communicates the founders' signature motto: *“Any self-diagnosed problem can be treated the right way...sweetly!”* This is sound advice to remember as one embarks upon her new life no longer as an independent woman, but as part of the happily married couple...not to mention dealing with all that happens leading up to the walk down the aisle...think traditional wedding planning stress, bridesmaid drama and bonding with the well-intentioned mother-in-law. But the girl-power doesn't stop here....

b.sweets is packaged in a girlie-girl mix of hot pink, calming blue and decadent chocolate brown striped box wrapped with a beautiful bow. And, just what kind of chocolate therapy is offered inside? Keeping with the playful theme, there's an assortment of treats smothered in rich milk chocolate: **Crackin' Up**[™] classic chocolate covered grahams, **Positively Twisted**[™] chocolate covered pretzels, **Pillow Talk**[™] melt-in-your mouth marshmallows, and **Nutty Moment**[™] peanut butter crunch bars.

“The petite 6oz. package of the **b.sweets Chocolate Rx** collection was designed specifically for special occasion and gift-giving purposes. The eye-catching package looks beautiful on any tabletop, or as part of a gift basket or goodie bag. b.sweets also makes a great “welcome” gift for out-of-town wedding guests, not to mention a fun gesture at any time during the planning process for the bride-to-be or her supporting staff (a/k/a Mom and the bridesmaids),” stated Erica Bashour, one of the recently engaged b.sweets co-founders.

Consider the following creative ideas:

Save-the-Dates/Wedding Announcements:

- Tied the Knot! -- Send out your save-the-date card with **two positively twisted chocolate-covered pretzels** tied together with a pink ribbon. b.sweets chocolates are available individually for those brides wanting to include pieces in their own personalized packaging.

Event Décor:

- One of the hottest color combinations of the moment is the pink/brown/blue combo that graces the box of b.sweets treats (as seen in the Spring/Summer 2005 **InStyle Weddings** issue)! Erica was especially excited to see that her choice of colors for her bridesmaids dresses (a pink and brown combination) for her September 2005 wedding was a good one! Shelly will also be incorporating the “hot” pink color into her wedding with her bridesmaid dresses and stylish invitations. We wonder what the grooms have to say about all this pink?
- What better way to accessorize your guest tables with a petite 6 oz. box of b.sweets Chocolate Rx? With your flowers, centerpieces, and perhaps bridesmaid dresses (Erica’s colors), b.sweets can complete your vision for a modern and stylish theme.

Welcome Gifts:

- Perhaps you are looking for a great way to greet your out of town guests as they settle in their hotel rooms. How about a box of **Pillow Talk** to satisfy their late night chocolate cravings? Both Shelly and Erica are excited to offer their guests a box in their welcome bag as they arrive at the hotel and check into their rooms.

Thank You Gifts:

- Now what would we do without our friends, family and wedding planners to help us get through those stressful moments? Reward them for their hard work and dedication to your wedding details with a box of **Nutty Moments**. There were plenty of *those* during the girls’ past year of planning! Girls can never have too much chocolate.

For the Bride:

- Let’s not forgot about the most important person who is probably in need of a chocolate “fix” every once in a while … the bride-to-be! Pick a box up for yourself for those times when you feel like you are “**Crackin’ Up**” (Erica and Shelly each have a stash on hand!). We might recommend that you indulge in moderation, however, so no additional dress fittings are needed at the last-minute!

All brides to “b” – who are positively twisted in love and interested in more information on how to incorporate b.sweets into their wedding planning -- are invited to contact Erica and Shelly for more sweet ideas. Please email b.sweets@bsweets.com or call 877-GET-BSWT.

b.sweets is sold at local boutiques across the country including Mickey Fine Pharmacy in Beverly Hills, CA and at www.bsweets.com. Readers can visit the website for local where-to-buy information. The suggested retail cost is \$12.95 for the 6oz. box and \$24.95 for the 12oz. box. The sweet treats are also available in bulk for wedding favors at .30 per piece.

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