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**HARBOR SWEETS' NEW SALT & AYRE™ CHOCOLATES BOAST FLAVORS FROM  
AROUND THE WORLD; LAUNCHES AT SUMMER FANCY FOOD SHOW, BOOTH 4809  
- Recipes Developed with Cookbook Author Lora Brody -**

**SALEM, Mass., May 2013** – The chocolate makers at [Harbor Sweets](http://HarborSweets.com)® are launching a new contemporary line, Salt & Ayre™ this June at the Summer 2013 Fancy Food Show, booth 4809. Salt & Ayre arrives in the midst of the boutique chocolatier's 40<sup>th</sup> anniversary, and boasts seven heavenly bite-size indulgences with flavor notes and salts gathered from the world's four corners such as Thai ginger, chai, caramel and Himalayan sea salt. The line was created with the help of company friend and eminent cookbook author Lora Brody. Salt & Ayre is ideal for gourmet and specialty food shops that specialize in limited edition sweets.

"The journey to create Salt & Ayre has been a labor of love involving everyone at Harbor Sweets," said Phyllis LeBlanc, owner and CEO of Harbor Sweets. "With Lora's depth of experience in creating delicious recipes and the expertise of our own highly skilled chocolatiers, we created a collection that is simply spectacular. Salt & Ayre is a beautifully packaged, sensory treat that is a perfect gift to oneself."

Not a company that bows to the external pressures of annual product extensions or given to chasing trends, Harbor Sweets labored over Salt & Ayre until it was perfect and ready to be savored. It's the company's first new line since 2001. The handcrafted and sumptuous collection features seven pieces. There are four truffles, *Chai*, *Café au Lait*, *Hazelnut* and *Espresso*; and three sea salt pieces covered with the finest 70% dark chocolate, *Caramel* with Himalayan Sea Salt, *Crystallized Ginger* with Thai Ginger Sea Salt, and *Almond Buttercrunch* garnished with Chipotle Sea Salt.

"It was a delicious treat to be back in partnership with the Harbor Sweets family," said Lora Brody, who has authored books such as *Chocolate American Style*, and who collaborated on the development of Harbor Sweets' irresistible Harbor Lights, a European style truffle made with raspberry and cranberry. "We had a vision of a collection of chocolates that would sing with flavor and delight the senses with each nibble. We've achieved that vision with Salt & Ayre, which are dreamy bites to be enjoyed every day of the week."

Salt & Ayre marks a shift for Harbor Sweets toward a more personal collection of chocolates to treat yourself or as a gift for special someone. The packaging will feature a new contemporaneous design that is bound to attract new consumers and retailers. Salt & Ayre will be available in September.

**About Harbor Sweets®** – An American chocolate tradition since 1973, Harbor Sweets produces handcrafted artisan chocolates from its original historic red brick building in Salem, Massachusetts. Harbor Sweets uses only the finest and freshest ingredients and is best known for its iconic Sweet Sloops®, along with collectible gift packages that celebrate coastal New England. Harbor Sweets are sold in more than 20 states and shipped worldwide. Factory tours are available. For a full product catalog or purchasing, visit [www.harborsweets.com](http://www.harborsweets.com). Twitter: @harborsweets, @darkhorsechoc. Facebook.com/HarborSweetsSalemMA.

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