



For Immediate Release

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Valentine's Day 2008 won't bring consumers typical gifts

SAN ANTONIO, TX. – Valentine's Day has evolved so that consumers now want gifts more enduring than red roses and a meal - but also something that is more affordable than jewelry. Candy remains a big attraction, generating nearly \$1 billion in sales each year on Feb. 14. Valentine's Day is one of the Top Four biggest drivers of candy sales. In response, candy manufacturers are designing new confections that are tasty if eaten and that will remain beautiful for months if left unwrapped.

Candy Bouquet shopkeeper Della Guidry will offer chocolate roses at her Houston Street location. The roses come in red foil and are attached to a long stem but are half the price of the actual flower. A bouquet of roses made from creamy, chocolate ganache can be had for as little as \$35.00. The chocolate roses can be delivered in a box, tied with a large ribbon and bow for no extra charge.

"Everyone wants to make the grand gesture to show their love on this day, but we all can't afford to spend hundreds of dollars," Guidry said. "We allow the working man or woman to offer a bouquet at a reasonable price to fit almost any budget. If they don't want a traditional arrangement, they should still consider us: We offer a good variety of customized options such as the candy wreath, The Texas Tree – themed candy trees, or the Texas Boot."

"And as an added bonus they won't have to worry about allergies or feel like their hard-earned money went up in smoke."

Guidry stocks similar candy bouquets to give non-chocolate lovers the same quality product and pricing. For the more health-restricted customer, sugar-free arrangements are also available.

She can provide interviews on a range of Valentine's Day trends, including the four areas:

- Chocolate. It accounts for more than half of all candy sales, according to the U.S. Department of Commerce.
- Gifts for yourself as well as others.
- Party confections, including large table displays designed with candies and plush gifts.
- Promotional gift boxes.

About Candy Bouquet

Candy Bouquet International Inc. is an 18-year-old franchise that sells bouquets and gift baskets of candies and cookies through nearly 1,000 locations worldwide. Della Guidry is one of two franchisees in the San Antonio market. Candy Bouquet began as a joint venture for two Houston natives. With long-lasting arrangements priced between \$35 and \$200, Candy Bouquet is the pioneer and dominant player in floral alternatives. For more information on Candy Bouquet: www.candybouquet.com.

For shop tours and Candy Bouquet images, contact Mary Kay Brandt or Della Guidry at 210/249-0176.

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