

## FOR IMMEDIATE RELEASE

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### **Bowers Rings in the New Year with First Annual Chocolate Week**



**December 16, 2020 (Santa Ana, California)** – Bowers Museum is planning for a sweet start to 2021 with their first annual Chocolate Week on January 26-31, 2021.

Chocolate Week kicks off Tuesday, January 26 with daily virtual programs offered through the week and culminating in a chocolate-themed virtual family festival on Sunday. Chocolate week will be hosted by Bowers in partnership with UCLA professor and 'LA's Chocolate Guru,' Dr. Lee Theisen, and feature premiere chocolate-makers from around the world. Programs will include lectures, discussions, behind-the-scenes facility walkthroughs and at-home tastings of some of the finest chocolate available today. Details and tickets coming soon to [bowers.org/programs](https://www.bowers.org/programs). #bowerschocolateweek

### **Chocolate Week Events – Stay tuned, more to be announced soon!**

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#### **TUESDAY | January 26**

#### **ONLINE: FCIA Chocolate Education Archive**

#### **Presented by the Fine Chocolate Industry Association.**

Kick off Chocolate Week with a deep dive into the Fine Chocolate Industry Association's (FCIA) education archive. Explore a series of webinars that cover all things chocolate to promote the artistry and craftsmanship of the chocolate professional focused on producing superior products made from premium chocolate and natural ingredients.

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## **WEDNESDAY | January 27**

### **ONLINE: Chocolate from Asia and the Pacific**

**Presented by Dr. Lee Theisen, professor at UCLA and LA's "Chocolate Guru"**

Cacao has been grown in Asia and the Pacific since the 1600s but did not become significant until the late 20th Century. Now award-winning chocolate comes from Taiwan, Philippines, Fiji, Thailand, Hong Kong, Vietnam, Japan, and more. What's its history? The "Chocolate Guru" identifies some bars, and where to buy them. [Tickets now available here.](#)

## **Friday | January 29**

### **ONLINE: The Future of Craft Chocolate**

Join Matt Caputo, CEO of Caputo's Market and Deli, and board member of the Heirloom Cacao Preservation Fund, for an in-depth discussion on the future of craft chocolate.

## **SATURDAY | January 30 (A BOWERS MEMBER EXCLUSIVE!)**

### **1:30 – 3 PM | LIVE ZOOM EVENT**

Enjoy a live virtual chocolate tasting exclusively for Bowers members: Craft Chocolate 101 with Caputo's Market and Deli of Salt Lake City, Utah.

## **SUNDAY | January 31**

### **Free Virtual Festival of Chocolate**

#### **11 AM | Facebook Livestream**

Enjoy a virtual festival of music and dance from the North and South American lands of Chocolate with performances, artmaking, and food recipes!

## **SUNDAY | January 31**

### **1:30 PM | LIVE ZOOM EVENT**

#### **Wm. Chocolate Tasting with William Marx and Dr. Lee Theisen**

**Presented by William Marx, founder of Wm. Chocolate, and Dr. Lee Theisen, LA's "Chocolate Guru"**

Wm. Chocolate is a quality-driven chocolate making company based in Madison, WI which was founded by William Marx in 2016. They produce dark chocolate made with whole-food, organic ingredients, free from common allergens and animal products, and sourced from as close to home as possible. Their bars have been featured nationally in specialty shops from coast to coast and in publications including USA Today.

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