

# Ecole Chocolat's Find Chocolate! App points way to best Halloween treat

Halloween arrives in many guises, but whether it creeps in like a wayward zombie or lights the way like a happily grinning jack-o-lantern, one thing's for sure: there must be something sweet along the way.

And nothing says it better than chocolate, so if you're looking for something more interesting than the run-of-the-mill supermarket mini-bars, use the Find Chocolate! app created by Ecole Chocolat for just such occasions. Just punch in your coordinates and Find Chocolate! will take you to [Chocomap.com's](http://Chocomap.com) chocolate shops nearest you.

The app is free, it currently lists more than 2,500 chocolate shops around the world, and is available for both iPhone and Android at iTunes or at the Android Market. Even if you aren't near some of the best shops, many offer online stores that can deliver right to your door.

Some of Ecole Chocolat's most successful graduates have been busy dreaming up some unusual and always delicious little treats for all those tricksters in your life.

Consider [Cocoa Dolce's](#) Beth Tulley who has created a collection of chocolate treats sure to be a hit at any Halloween celebration: chocolate Halloween lollies in the form of witches, ghosts, mummies, pumpkins, skeletons and skulls as well as beautifully hand painted, hat-wearing dia de los muertos chocolate skulls, cranky jacks and caramel apples.

Then there's [Anna Shea Chocolates](#) whose whimsical monster, cat and Dracula chocolate-covered peanut butter rice-crisp squares are part of the extensive Halloween offerings that also include zombie fingers, ghost "peeps," and dark chocolate-dipped pears.

As well, the "big kids" - i.e. the growing legion of adults who love to celebrate Halloween as much as the little ones - haven't been forgotten either. [EH Chocolatier's](#) Elaine Hsieh and Catherine Sweeney have conjured Spookie Bonbons, a gorgeous collection they describe on their website as "delightfully frightful on the outside and absolutely delicious on the inside (with) flavors that include Pumpkin, Sao Tome, Pinenut Cinnamon, Hazelnut, Maple, Creme Fraiche, and Jivara."

These and other frightfully delicious treats are only a click away with the Find Chocolate! app.

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## Background notes:

According to industry and market research company IBISWorld, Halloween spending grew by 10.7 per cent last year over 2011. This year, industry watchers expect such spending to slow in the costume and decoration departments, but candy's role in the spookie holiday continues to be sweet.

Dark chocolate is more popular than ever, and "seasonal and boxed assorted chocolates have been experiencing the fastest growth, and sales are expected to expand 13% between 2010 and 2015," according to research analyst Matt Sena in a 2013 chocolate industry analysis.

## About Ecole Chocolat

Founded in 2003, Ecole Chocolat Professional School of Chocolate Arts offers a portfolio of programs for chocolate making - mastering techniques while gaining the expertise and business knowledge needed to become a professional chocolatier or chocolate maker. Ecole Chocolat's founder Pam Williams is the recipient of the Award of Excellence in Service to the Industry from the Fine Chocolate Industry Association. For more information, see our website: <http://www.ecolechocolat.com>

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