

FOR IMMEDIATE RELEASE

EASTER BUNNY STILL VISITING MERIDEN

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Meriden, CT (April 2, 2009) – In spite of a challenging economic climate, holiday traditions live on for New Haven County residents. One tradition that has been passed from generation to generation for 130 years is the annual, springtime visit to the Thompson Chocolate store.

Thompson Brands, owner of the Thompson Chocolate retail store at 80 South Vine Street has been doing business in Connecticut since 1879. But, times have changed since their humble beginnings as a small storefront in downtown Meriden. They are now a full manufacturing plant that produces nearly 3 million pounds of chocolate products annually. Their fastest growing product, Adora™ Calcium, is a calcium supplement made from premium chocolate which is sold at various retailers throughout the country and online at www.adoraCalcium.com.

Yet, the heart of Thompson's business is still its seasonal chocolate treats. Melanie Milburn, Store Manager, explains that, "customers want to buy the same chocolate bunnies for their kids' Easter baskets that they had when they were growing up." Every year customers drive from as far away as Massachusetts and New York to purchase holiday treats, from solid chocolate bunnies and crosses to malted milk eggs, and jelly beans. Former Connecticut residents who have moved away even phone in their orders so they can keep their traditions alive. In response to an uncertain economic climate, Thompson has strived to make its offerings as affordable as possible. "We have done our best to lower prices, keeping the majority of our products under \$10," notes Milburn. This strategy has worked to keep customers happy, as have Senior Citizen's discounts on Wednesdays and coupons available in local papers and online at www.thompsonchocolate.com.

Despite the economy, there still appears to be plenty of demand this Easter season. Proof that no matter how tough times get, the Easter bunny still comes to town.

About Thompson Brands:

Thompson Brands, LLC was founded by William Thompson, one of the early innovators in the American chocolate industry. Since 1879 the company has been keeping a tradition of manufacturing chocolate novelties in colorful foils. Their products fall under three distinct product lines; Thompson Chocolate (Candy), Thompson Organics, and Adora Calcium Supplements.

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