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# FOR IMMEDIATE RELEASE

Hop into Alon's for handmade Easter chocolates.

**Atlanta, April 7, 2014:** Finding handmade chocolates from Alon's in an Easter basket this year will delight foodies, little and big. Thanks to its custom built chocolate room, Alon's Bakery and Market is able to produce the highest quality, premium chocolates from the best ingredients available. We hand pour milk chocolate into special molds and combine them individually. Among popular Easter favorites, the milk chocolate eggs filled with in house made peanut praline and wrapped in bright foils. If the Easter Bunny really wants to impress (or indulge), Alon's offers two sizes of painted chocolate eggs filled with these mini peanut praline eggs, packaged and basket ready. In addition to these delightful eggs, different sizes and shapes of colorful chocolate bunnies are also painted and ready to hippity hop home.

Alon's offers its premium chocolates year round in its retail locations as well as custom made truffles for wholesale and large events. Only the leading brands of chocolate from around the world such as Cocoa Barry, Valrhona, and El Rey are used. With some traditional and some not-so-traditional, chocolates are made with fresh cream, butter and other infused flavors that are ever changing, such as, fresh mint out of the garden, lemon zest, orange zest, freshly ground coffee, fresh ginger, Ceylon cinnamon, fresh fruit puree, in house made peanut praline, and many more.

Photos available upon request.

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**About Alon's :** In May of 1992, Pastry Chef/Owner Alon Balshan started Alon's Bakery with his father, Maurice. With credit cards, a loan on his car and some used equipment the two started their American dream. The small 1,300 square-foot bakery offered three types of freshly baked breads with only Alon, Maurice and 3 other employees. In 1994, Alon's wife, Janine joined the family and perfected the customer service aspect of the small bakery.

Over the years, the store expanded in size and scope. Inspired by specialty markets in Europe and New York, Alon was passionate to bring a full service gourmet market to the Virginia Highlands. Together he and Janine were able to fulfill their vision and eight years later, Alon's expanded the first time and added a line of Artisan cheeses, Wines and Specialty food items.

In 2008, Alon's set up a second home in Dunwoody. The 11,000 square-foot market is a sight to behold with its extensive selection of wines, gourmet specialty imports, a cafe and pizza kitchen. Along with the same array of house-made artisan products as our Virginia Highland store, this new location also boasts high-quality chocolate making in a special climate-controlled room for practicing the art of chocolate. Visitors are also invited to stick around and enjoy the atmosphere of our Coffee, Wine and Beer bar. Alon's has become a neighborhood and city favorite receiving high accolades from Gourmet Magazine, Atlanta Magazine, the Atlanta Journal Constitution, Creative Loafing and Jezebel Magazine.

Our Mission

FOR RELEASE 9 A.M. PST, JULY 23, 2004

MORE

Alon's is proud to be an all made from scratch bakery and market. We use natural starters (Levain) for our breads, our pastries are made with high quality butter, and our desserts are made with several high quality chocolates including Scharffen Berger, Valrhona, El Rey. Additionally, the cream we use is a fresh cream and not the commonly found ultra pasteurized. When we make a coconut cream, we grate a fresh coconut to make the cream. In our prepared food department, we have the same philosophy, so all our chicken, beef and vegetable stocks are house made. Also, our lamb, beef and chicken for sandwiches are roasted in house. Our beef is a Meyer beef, which is an all-natural hormone-free product and offer local and seasonal vegetable options by season.

Dunwoody Location: 4505 Ashford Dunwoody Rd. Atlanta, GA 30345 (678)397-1781  
Monday – Friday 7 AM – 9 PM, Saturday 8 AM – 9 PM, Sunday 9 AM – 7PM

Virginia Highlands Location: 1394 North Highland Ave NE, Atlanta, GA 30306 (404)872-6000  
Monday – Friday 7 AM – 8 PM, Saturday 8 AM – 8 PM, Sunday 9 AM – 4PM