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## Eurochocolate at Perugia from October 16 to 24

by IWS

September 21, 2004

The "Chocolate City" will be the theme of the next edition of Eurochocolate, Italy's "sweetest" event. It is staged in Perugia, which is appropriate since the Perugina confectionery empire is based there, and attracts visitors from countries throughout the world. The election of the first chocosindaco (chocolate mayor), who will remain in office for the duration of the event, will figure among the many novelties of this year's program.

On the "island of gluttons," 10 "chocolate fiends" will be closed up in a "house" made of the substance where they will be subjected to temptations created by master chocolatiers. Some designers will create six small houses to form a sort of city of chocolate.

Meanwhile, women who admire fine shoes will be able to examine original creations in a sector devoted to "choco delishoes," a collection of 25 pairs of shoes that will be transformed into chocolates and cakes. The event will also include sales, conferences, seminars, courses and masters programs teaching how to work chocolate.


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