

VENTURA HARBOR VILLAGE

MEDIA CONTACTS:

Susan Bejeckian, 626-232-3040

sbejeckian@gmail.com

Maris Somerville, 310-701-6872

maris@somervillepr.com

www.venturaharborvillage.com

FOR IMMEDIATE RELEASE

TOP THIS CHOCOLATE TO CELEBRATE GRAND OPENING OF ULTIMATE CHOCOLATE EXPERIENCE AT VENTURA HARBOR VILLAGE New Retail Store To Bring Authenticity & Creativity to Ventura Harbor Village

VENTURA, Calif. – In a celebration of the senses, **Top This Chocolate** (<https://topthischocolate.com/>) hosts its Grand Opening on Saturday, October 12, 2019 just in time for the festive holidays ahead. Owner/entrepreneur Shana Elson will take tastebuds to a new level with an unique experiential attraction when she opens her first retail store in Ventura Harbor Village.

Elson is pulling out all the stops to provide the ultimate chocolate experience. The retail store will provide chocolate lovers with the opportunity to choose from delicious premium milk, white or dark liquid chocolate from California and top it with a selection of more than 40 toppings, including nuts, dried fruit, candy, cookies, salty snacks and seasonal options. Connoisseurs can witness right before their eyes liquid chocolate pouring from chocolate machines. Each creation can be made into sumptuous chocolate bars, squares or hearts and will be ready in less than FIVE minutes.

“The Ventura Port District was excited to partner with Elson to transform the retail space into a modern, yet distinctly artisan chocolate making experience,” stated Brian Pendleton, General Manager. “We look forward to Elson sharing her innovative culinary passion with both chocolate enthusiasts and Village customers for years to come.”

According to the head chocologist, the luscious premium chocolate is made with 100% cocoa butter, is Fair Trade Certified, made with no chemicals or partially hydrogenated substitutes, is non-GMO and is gluten free. One of the ingredients she uses is coffee from Brazuka Coffee Roasters right in Ventura! The retail store will also allow customers to experience hands-on chocolate making classes. The chocolate will range in price from \$4 to \$27.

Elson was uninspired by her day job as a litigator and bored with the options for her nightly chocolate fix. The lack of variety led her to innovate at home, experimenting with bold new topping combinations like coconut, banana chips and spicy mango. Since she was already taking pastry and chocolatier classes on the weekends, she knew how to make her own concoctions and realized there was a lack of premium chocolate and a need for customization so Top This Chocolate was born. Elson quit her job and attended USC Marshall School of Business to combine her confectionery expertise with real world business savvy. While at USC, she won \$25,000 in seed money in the Women’s New Ventura Pitch Competition. With the vote of confidence and the money, she decided to open Top This Chocolate. Now, she’s fulfilling her cravings and her dreams by bringing handmade tailored chocolate to the masses from her kitchen at Ventura Harbor Village.

Top This Chocolate is nestled into the coastal boutique shopping experience found seaside with Ventura Harbor Village's 15 other unique shops, boutiques, and art galleries.

Visitors can pay a visit to the **Ventura County Potters' Guild** for hand-made pottery, tiles and fine art, or visit the **Mermaid Gallery**, a local artisan's display of mermaid and beach inspired scenes, plus mermaid themed gifts and décor. Shop for jewelry, artisan glass, sculpture pieces and fine gifts at **Treasure Cove**, or pick up Ventura wear and a souvenir at **Casa de Regalos**. Boutiques, such as **Barefoot Boutique**, **Anja's**, and **Ventura Swimwear** offer trendy clothing that speaks to the California lifestyle. **Ventura Dive & Sport** has everything for dive and underwater adventures along with instruction. **Lost in Socks** is a singularly unique shop in that it stocks the craziest selection of socks in Southern California for every occasion and commemoration. **Hats Unlimited/Shades Shack** stocks over 1,000 styles, making it nearly impossible to leave the store without the perfect hat; **Harbor Village Gallery & Gifts** has an enchanting array of original jewelry, greeting cards, fabric arts, and unframed originals and prints. Visitor services include **Harbor Market & Liquor**, and **Silhouette's Salon**. Two of the most distinctive shops in the Village and Harbor are **Island Packers Gift Shop**, the perfect outfitter for a trip to the Channel Islands and the **Channel Islands National Park Gift Store**. **Wild Local Seafood** offers wild local fish that is sustainable and delicious, without adverse consequences to the environment; **Ventura Fresh Fish** manages a dockside Fisherman's market.

About Ventura Harbor Village:

Located on scenic Highway 101, Ventura Harbor Village is 30 minutes South of Santa Barbara and one-hour North of Los Angeles. Ventura Harbor Village is a vibrant, working harbor village and fishing marina boasting 35 shops, galleries, restaurants and waterfront activities including a Village Carousel & Arcade, Comedy Club, Escape Rooms, Harbor Cove Beach and Surfer's Knoll Beach, dive and fishing boats, harbor tours, boat, kayak and peddle boat rentals, and a beautiful walking Promenade. The Village offers visitors an escape to a sun-kissed, seaside playground with annual special events, live weekend entertainment, dog-friendly facilities, soft adventure, and spectacular sunset views of the Pacific coastline. Home to the Channel Islands National Park Visitor Center, (open seven days a week with free admission and parking within walking distance to the Village), this coastal playground features its own viewing tower, exhibits and bookstore, and it is easy for travelers to visit the five islands right off the Ventura coast. It is here that visitors can experience world-class island diving, snorkeling, hiking, kayaking, sea cave exploration, photography, camping and wildlife viewing.

For additional visitor information, contact [Ventura Harbor Village](tel:805-477-0470) at [805-477-0470](tel:805-477-0470), or visit VenturaHarborVillage.com. Ventura Harbor Village is located at 1583 Spinnaker Drive in Ventura. Post, share, and like [@VenturaHarbor](https://www.instagram.com/VenturaHarbor).

###

10/2019