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Sweetz Chocolate & Treats Café Caters to Chocoholics in Downtown Hollywood

HOLLYWOOD, FL – September 2, 2009 – Chocoholics are in seventh heaven at Sweetz Chocolate & Treats Café in Historic Downtown Hollywood, where divine desserts are not just served but celebrated.

The Sweetz motto, “We don’t see anything wrong with indulging your passion for chocolate!”, is music to the ears of lovers of all things creamy, luscious and sinfully delicious. With a wide variety of decadent treats and premium chocolates from around the globe and fine wine and champagne pairings, Sweetz Chocolate & Treats Café offers “the total chocolate experience” in a fun-filled, guilt-free ambiance.

This unique chocolate shop and lounge, which opened August 7th at 1940 Harrison Street, Suite 100-B, is a new venture for owners Donna Cyrus Wessely, an attorney with a creative flair, and her husband Jair, a longtime “foodie” who holds a master’s degree in hospitality management.

It seemed like a natural fit, according to Donna. “We love chocolate,” she said. “That’s kind of why we settled on this business, because everybody loves chocolate.”

And who could resist such “Sweetz treats” as mousse cakes, cheesecakes, ice cream concoctions, and a vast variety of chocolate bars and hand-dipped chocolate truffles? The selection also includes chocolate-caramel pretzel rods and apples; organic, nut-free and sugar-free specialty chocolates; and mugs created from chocolate for filling with fruit, sauces and toppings. During the evenings, patrons can indulge in a heavenly chocolate fountain with various dipping treats.

The beverage selection includes fruit-and-ice-cream smoothies, fruit-flavored teas, frappes made with iced coffee and chocolate, and more than 20 different flavored coffees.

With its stylish pink-and-black décor accented with zebra prints, Sweetz Chocolate & Treats Café provides a sexy, sophisticated setting for grownups. “During the day, we’re very kid-oriented,” Wessely said. “So it has a multitude of offerings for all ages.”

The café and lounge are available for birthday parties and other special events. In keeping with their mission to “make chocolate fun and almost entertaining,” the Wesselys host Chocolate Karaoke Thursdays, Chocolate Mic Night on Sundays, Chocolate Happy Hour from 5 to 7 p.m. Tuesday through Friday, and Dubstep Fridays, featuring DJs and MCs that include Donna’s son Calvin Cyrus, a.k.a. the popular “MC Jumanji.”

The Wesselys wanted the ideal location to introduce their unique concept to fellow chocoholics, and they found it in Downtown Hollywood.

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Sweetz Chocolate & Treats Café

"We were looking around and we knew we wanted a place that had a lot of foot traffic," said Donna. "And the feedback that we've gotten has been very good."

Sweetz Chocolate & Treats Café is open from 2 p.m. to 2 a.m. Friday and Saturday, and from 2 to 10:30 p.m. Sunday, Tuesday, Wednesday and Thursday. Complimentary Wi-Fi wireless Internet service is available. For additional information, call 954-251-4002 or visit www.sweetzchocolate.com.

For more information on Downtown Hollywood businesses or events, call 954-921-3016 or visit www.downtownhollywood.com.

The Hollywood Community Redevelopment Agency (CRA) was created under the authority of Florida's Community Redevelopment Act of 1969. The CRA's mission is to encourage economic development through the use of tax increment financing by funding development, special projects and enhanced services that address areas of community concern. The Downtown District was established in 1979 to promote Hollywood's central business district including Historic Hollywood Boulevard, Young Circle and nearby residential neighborhoods. The Downtown District is approximately 580 acres and extends from 22nd Avenue on the west to generally 17th Avenue on the east, Johnson Street on the north and Washington Street on the south.

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