



**Title: More Than Milk Chocolate**

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**Contact:** Liz Fitzsimmons at 608-444-3820

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### **MORE THAN MILK CHOCOLATE**

*Waukesha Chocolatier Relies On Wisconsin Dairy to Ensure Superior Flavors.*

WAUKESHA, Wis. — There are few more evocative names than **Indulgence Chocolatiers**, and owner of this Waukesha-based business, Julie Waterman, believes that real Wisconsin dairy allows her to deliver that promise of indulgence. Julie developed a real passion for artisan chocolates while traveling in Europe. “I fell in love with chocolate. There was artistry in it—the ingredients were amazing,” states Waterman. “I started creating my own recipes and from there it snowballed into a business plan,” she added.

Four years into her new business venture, Julie recognizes her quest for local ingredients is key to her success. “We’re now using Wisconsin cream and butter, and while the initial intent was to just start sourcing locally, the benefit was that it ended up improving our product,” said Julie.

**Indulgence Chocolatiers** is primarily a web-based and mail order company, so fresh ingredients are even more critical when there’s a potential delivery window to consider. Their flavorful creations are far from ordinary, with offerings like Coconut Habañero, Thai Peanut Butter, and Parmesan Crisp. However, the more complex a flavor profile, the greater the need for clean, fresh ingredients to carry those flavors through at their best.

“We take pride in making each piece of chocolate a little piece of art. We’ve been able to really broaden our flavor profiles for our customers, and they’ve been willing to come along for the ride!” explains Julie Waterman. Julie plans on opening a storefront boutique next spring, near the Shorewood area, so chocolate lovers will get to experience **Indulgence** first hand.

For more information, or to order some unique and artfully delicious confections, go to [www.indulgencechocolatiers.com](http://www.indulgencechocolatiers.com)

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