

FOR IMMEDIATE RELEASE  
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## Davidson Chocolate Opens Second Location

**Davidson Chocolate Company, headquartered at 610 Jetton Street in Davidson, NC, recently announced plans to open a second location in Charlotte.**

"Davidson Chocolate Co. is excited about the new Dilworth location because the community resembles many of the same attributes that make doing business in Davidson both fun and rewarding," says John Elliott, Jr., Vice President, Davidson Chocolate Co. "This expansion will bring new jobs not only to the Dilworth area, but to the Davidson store as well," he adds. "With much gratitude, we thank the Davidson and Lake Norman communities as it is their support over the last two years that made this opportunity possible," says Elliott.

Davidson Chocolate Co. plans to open its second location the last week of August at 1235-A East Boulevard, Charlotte. The Elliott family will manufacture chocolates for both stores at the Davidson location. With approximately 1100 square feet at its Davidson headquarters, the additional 887 square feet in Charlotte will help the Elliott family expand its already successful line of hand-crafted gourmet chocolate truffles, confections, fudge and Belgian chocolate brownies.

John Elliott, Jr. a graduate of Davidson College, persuaded his parents, John and Sue, to move the business to Davidson, NC in August of 2008. John and Sue started the family-owned chocolate manufacturing and retail business in 2003 in Franklin, NC while searching for a bed and breakfast to buy.

"We are thrilled to have the highest quality chocolates available in the Charlotte region manufactured right here in the Lake Norman region," says Charity Pitman with Lake Norman Regional Economic Development Corporation's existing company program. "If you've never tasted fresh chocolate from Davidson Chocolate Co., you don't know what you're missing," she adds. "The Elliott family can meet highly customized requests with superb quality every time."

(2)

Davidson Chocolate Co. offers 17 truffle flavors, 25 confection varieties, seven fudge flavors, nine different brownies, and five dessert features. Seasonal and holiday items are available. The store also offers hand-dipped ice cream and milkshakes. According to Elliott, the family-owned and operated company is also expanding its wedding, Internet and corporate business.

For more information about Davidson Chocolate Co., please visit their website at [www.davidsonchocolate.com](http://www.davidsonchocolate.com) or contact the following:

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*For every \$1 invested in LNREDC by private and public investors,  
almost \$39 has been reinvested by industries.*

Since inception, Lake Norman Regional Economic Development Corporation (LNREDC) has brought over \$65 million in new capital investment to the region by recruiting new businesses and helping existing industries expand. For more information, visit [www.lakenormanregion.com](http://www.lakenormanregion.com).

**~LNREDC Industry Highlights~**

**Kellogg** – new sales and training hub at The Park – Huntersville with 35 employees

**Prairie Packaging** - new industry at NMIP – 240 new jobs & \$48 million total industry/equipment investment

**Newell Rubbermaid** - \$7.55 million expansion/320 new jobs over five years

**Microban International** - \$8 million expansion/45 new jobs

**SAERTEX USA** – Invested \$6 million in equipment and added 70 employees in 2008

**Presbyterian Hospital/Huntersville** – Nearly \$11 million in upgrades, including a \$6.1 million same-day surgery center and a \$4.6 million endovascular suite for procedures like angioplasties

**Metrolina Greenhouses** - \$50 million expansion to a total of 150 acres

**Huber Technology** - Expanded its U.S. headquarters to lease an additional 10,200 sq. ft. in 2009 (triples the company's footprint) with a projected revenue of \$20 million in 2009. Since 2001, the company has expanded its employee base from five to 21 employees.

**Ovation Wireless Management** - Increasing sales from \$2 million to almost \$3 million by year-end 2009, expanded from 1,000 sq. ft. to 10,000 sq. ft. facility

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