



Press release
Issued by chocoMe
April 16, 2014 - Budapest/Milan

Italian Design Award:

chocoMe is amongst the winners of the world's most renowned design competition.

chocoMe, the Hungarian artisan chocolate manufactory introduced its new product line Raffinée in September, 2013. Through out the design process the goal was to create a visually attractive, creative package that reflects the quality of the product. This time chocoMe tried itself at the biggest annually held international design competition the A' DESIGN AWARD in Milan, and won.

The entry was chosen in the Package Design category by 50 judges from all around the world.

Further information about the entry: <http://www.adesignaward.com/design.php?ID=32073>

After the Great Taste Award in London this is the company's second international commendation by a professional jury. "I think it's important to emphasize that we brought home an Italian design award, Lombardy is known far and wide for its high fashion, elegance and impeccable design" - said Gyula Ebedli the designer of chocoMe. "It's an interesting coincidence that we received the good news on the same day we launched our new website called 'chocoMe GALAXY'. Here different chocoMe products hover void of gravity like planets and other objects in space.

The analogy would be that tasting a chocoMe chocolate is a similar experience, they are "out of this world", or so we are told. The alignment of planets brought us another strike of luck, we would like to thank the jury this latest award"

- Gábor Mészáros added.





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About the A' Design Award competition

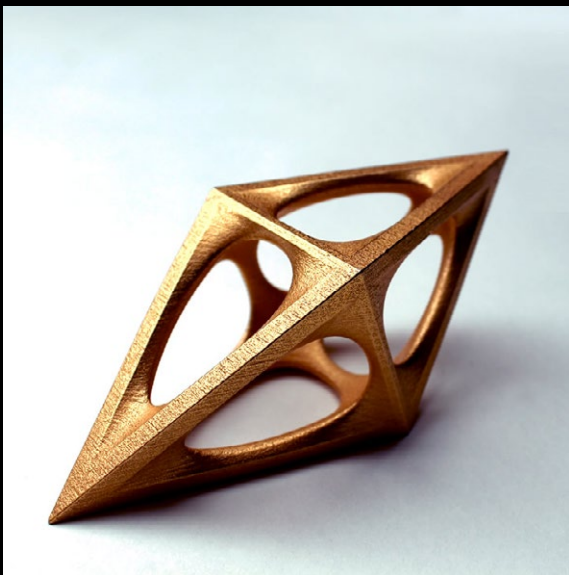
The "A' DESIGN AWARD AND COMPETITION" is the worlds biggest design competition, honoring the best desings, products, concepts and services.

It's an annual event in Milan, Italy with entries from every corner of the world.

Entries could be in any phase of the design or production process, the first priority being to grant publicity and coverage for the award winners and to support the global design initiatives and design culture, to provide benefits for and encourage the best designers of the age, in hopes of building a better future.

In the 2013/2014 term there were 12523 entries

in 105 categories from 206 countries.

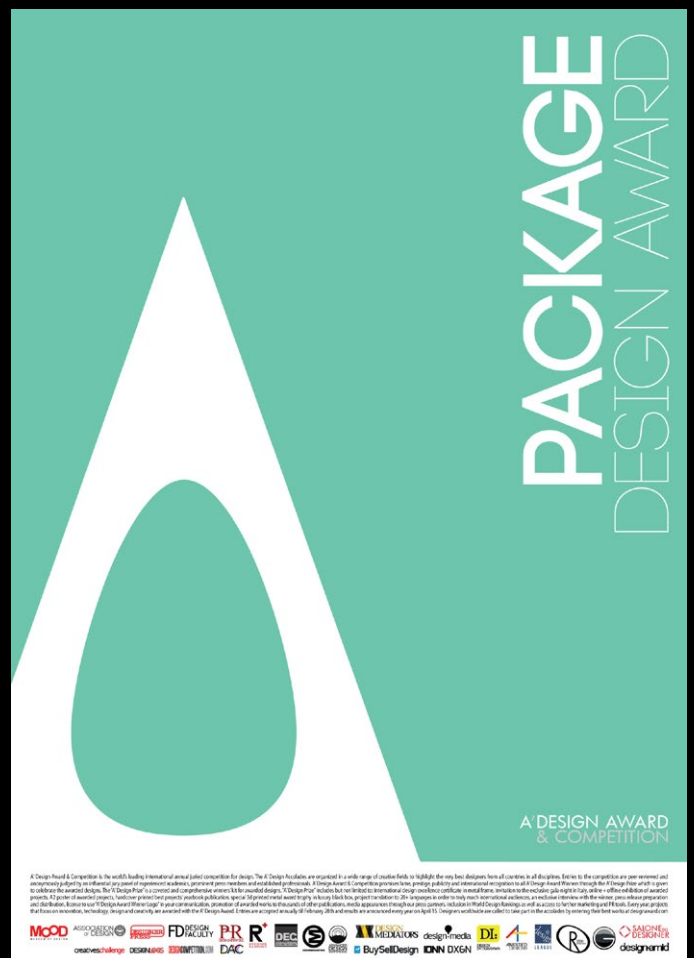


Information:

www.chocome.hu

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www.adesignaward.com



Certificate of Excellence

This is to certify that

Gabor Meszaros

*has won the A' Design Award
in Packaging Design Category
in 2013 - 2014 period with design #32073:
Raffinee - Holding Box*

15 April 2014, Milan / Italy.

About The A' Design Award

The A' Design Award is a prestigious award given to top %20 percentile designs that has achieved an exemplary level of excellence in design. The designs are judged by a panel of three different Jury which is composed of 5 Academic, 5 Professional and 5 Focus Group Members for each different competition. The designs are evaluated with score normalization to remove any biases and are voted on aspects such as functionality, ergonomics, engineering, presentation, innovation, usability, fun details, technology, and any other specific points that could be considered, each of these points are further weighted for different jury groups.



Alessandro Deserti

Alessandro Deserti
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