

# Chocolate makers get tasting

EVERY NOVEMBER, gobs of chocolatiers gather at the Metropolitan Pavilion in Manhattan for the Chocolate Show. They come from France, Switzerland, Germany, Belgium—and, increasingly, from the five boroughs.

“We’re not especially trying to get New York companies, but it’s certainly a trend,” says Luce Abrate, project coordinator for the Chocolate Show.

Linda Villano, co-founder of SerendipiTea in Long Island City, Queens, has been displaying her chocolate teas at the show for the past few years. “It’s the only show we participate in that’s open to the public,” Ms. Villano says.

Vendors pay from \$3,500 to \$30,000 for a booth. Though most offer free samples to the attendees—who number as many as 30,000—they’re really there to sell chocolate and make impressions.

For Jackie Jordan, owner and executive chef of Divalicious Chocolate! in Brooklyn, the payoff comes later. “It’s expensive for a merchant,” Ms. Jordan says. “But you get exposure to all the chocolate people in New York, so it’s perfect for us.” Divalicious, which makes its own line of truffles, has a chocolate-fountain rental business and opened a chocolate café in Manhattan last year.

Sid Chidiac, an artist in Kew Gardens, Queens, is skipping this year’s show. A space for his work would cost nearly \$4,000, and “that’s too expensive,” says Mr. Chidiac, who mixes chocolate with fruit dye to create edible “paintings” that start at \$2,000.

—HILARY POTKEWITZ