



## **Introducing MarieBelle at The Kitano Hotel New York**

*East Meets West in a Boutique Chocolate Paradise*

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FOR IMMEDIATE RELEASE

On a quiet, tree-lined street in New York's historic Murray Hill district, MarieBelle New York today is set to open the doors of an irresistible new chocolate boutique in The Kitano Hotel New York. Offering signature artisanal ganache, praised by worldly palates for nearly two decades, and delectable bean-to-bar confections, MarieBelle New York will add an understated, but unmistakable luxury to the tranquil hospitality of The Kitano Hotel New York.

Located in the 19<sup>th</sup>-century building once owned by the Rockefeller family, MarieBelle at The Kitano Hotel New York is a short distance uptown from its Broome Street flagship. "The Kitano Hotel New York is the perfect setting for our art-inspired chocolates," says MarieBelle New York founder and CEO, Maribel Lieberman. "The Kitano Hotel New York is a relaxing oasis; our chocolates are pure escapism. What could be a better combination?"

The boutique's interior is an inviting, refreshing pale blue, the color of serenity found in MarieBelle New York's trademark packaging. Walls are adorned with reproductions of period paintings and black and white photography, curated by Lieberman from a collection of her favorites ranging from the 14<sup>th</sup> to the 17<sup>th</sup> centuries and the 1950s. "I chose sophisticated ladies, gentlemen or children who reflect peace, happiness and relaxation." With a playful twist, each artwork features a MarieBelle New York product, a nod to the whimsical character and timelessness of the brand. "I could see our products fitting in then as they do now. I can imagine Vermeer's model for *Girl with a Pearl Earring* cherishing a piece of our cacao," says Lieberman.

The distinctive chocolates, each one a small, edible work of art, are produced by hand in Greenpoint, Brooklyn, using a silk-screening process Lieberman adopted in her earliest entrepreneurial days as a chocolatier. Flavors are rich and exotic, like Saffron and Cardamom, or delicate and smooth, like Lavender and Caramel. Each chocolate palette tells a story: of the "Sea Wave", the "Forest", "A Child's Dream" or the "Invincible Woman." And the true test of a chocolate's quality, the crisp snap when you bite into it, is evident in every piece.

A perfectionist at heart, Lieberman is extremely discerning about ingredients. She has traveled back to her childhood roots in the cacao fields of Honduras to source the highest quality available and buys directly from the producers, who are often women

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managing both the farming and the business negotiations. "Quality, of course, is my goal. But it is very important also to offer this opportunity for the female cacao farmers to improve their own standards of living," explains Lieberman.

After nearly twenty years spent exploring the world and business of chocolate, Lieberman still counts her partnerships as contributing to her good fortune. "The alliance with The Kitano Hotel New York is a good example of this," says Lieberman. "We share a similar aesthetic for refined elegance that captures the senses of their guests. So our partnership works on many levels."

MarieBelle at The Kitano Hotel New York opens today at 66 Park Avenue at 38<sup>th</sup> Street in New York City. Store hours are: Monday through Sunday, 11:00 am to 7:00 pm. For more information, call 212-885-7177 or visit online at: [www.MarieBelle.com](http://www.MarieBelle.com).

Founded in 2000, MarieBelle New York is a global, bean-to-bar chocolate company owned by entrepreneurial chocolatier Maribel Lieberman. Her combined passion for chocolate and fashion has inspired her to continuously reinvent how we enjoy and experience the delectable and indulgent world of chocolate. Produced in Brooklyn, MarieBelle New York products are sold in New York, Tokyo, Okinawa, Kyoto, and Dubai.

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**MARIEBELLE Kyoto**  
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83 Tsuchiya-cho, Nakagyo-ku  
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**Cacao Market by MARIEBELLE Ishigaki**  
**(Ishigaki Island, Japan)**

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Okinawa, Japan 907-0022  
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**Cacao Market by MARIEBELLE**  
**(Greenpoint, Brooklyn)**

67 Guernsey Street  
Brooklyn, NY 11222  
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**Cacao Market by MARIEBELLE Kyoto**  
**(Kyoto, Japan)**

165-2 Tokiwa-cho, Higashiyama-ku  
Kyoto, Japan 605-0079  
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**MARIEBELLE at the Kitano Hotel**  
**(Midtown Manhattan)**

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**Cacao Market by MARIEBELLE Ginza**  
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[www.CacaoMarketNYC.com](http://www.CacaoMarketNYC.com)