

# Ghirardelli Coming to Disneyland Resort

## Popular Soda Fountain & Chocolate Shop Set to Debut at Disney California Adventure Park

ANAHEIM, CALIF. — Dec. 1, 2011 — Disneyland Resort today announced that Ghirardelli will open a new location inside Disney California Adventure park in late spring 2012. The soda fountain and chocolate shop will add yet another layer of traditional San Francisco flair to the Pacific Wharf area of the park.

“The addition of a world-renown brand like Ghirardelli highlights our focus on providing quality, immersive experiences that transport our guests to a different place – in this case to San Francisco,” said Mary Niven, vice president of Disney California Adventure park. “With the culmination of our expansion only a few months away, it is an exciting time at Disney California Adventure and we look forward to partnering with Ghirardelli in bringing this delicious chocolate experience to our guests.”

The new location will feature Ghirardelli’s world-famous hot fudge sundaes and decadent chocolate products. Each guest will be able to enjoy a complimentary sample of the signature Ghirardelli Squares® chocolate. The Disney California Adventure store follows the 13-year success of a similar location at Downtown Disney in Walt Disney World.

“We are very excited to expand our successful relationship with Disney, particularly as we prepare to celebrate our 160<sup>th</sup> anniversary next year,” stated Martin Thompson, Ghirardelli president and CEO. “Our rich heritage, which began in California, combined with our premium brand of high-quality chocolate is a perfect fit with the quality experience Disney offers their guests.”

Ghirardelli joins Disney California Adventure as it completes an expansion that began in 2007. New attractions include the nighttime spectacular “World of Color” and a classic dark ride, The Little Mermaid ~ Ariel’s Undersea Adventure. The project’s culmination is the 12-acre Cars Land, which opens in summer 2012 along with the newly designed Buena Vista Street entrance to the park, the iconic Carthay Circle Theatre and the Red Car Trolley. The expansion builds upon the transformation of Disneyland Resort into the premier multi-day Southern California vacation destination.

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### **ABOUT THE DISNEYLAND RESORT**

Located on approximately 500 acres in Anaheim, Calif., the Disneyland Resort features two spectacular theme parks – Disneyland (the original Disney theme park) and Disney California Adventure park – plus the Downtown Disney District comprised of unique dining, entertainment and shopping experiences. The Resort’s three hotels are the 948-room Disney’s Grand Californian Hotel & Spa, the 969-room Disneyland Hotel and the 481-room Disney’s Paradise Pier Hotel. With 22,000 Cast Members, the Disneyland Resort is Orange County’s largest employer and generates \$4.7 billion for the Southern California economy. The Resort has welcomed more than 600 million guests since opening on July 17, 1955. For detailed information about the Disneyland Resort, please visit [www.disneyland.com](http://www.disneyland.com).

## **ABOUT THE GHIRARDELLI CHOCOLATE COMPANY**

The Ghirardelli Chocolate Company is a manufacturer and marketer of premium chocolate products. Incorporated in 1852, Ghirardelli has an incredibly rich American history. As the country's longest continuously operating chocolate manufacturer, Ghirardelli has established its position as America's Premium Chocolate Company and will celebrate its 160th anniversary next year. Ghirardelli's product line includes its signature Squares™ chocolate, Intense Dark™ chocolate, Gourmet Milk™ chocolate, Ghirardelli Chocolate Bars, other chocolate confections, baking chocolate and beverages. These items are sold through select specialty stores, grocery stores, drug stores, mass merchandisers and department stores. In addition, Ghirardelli sells a line of premium chocolate, syrups and drinks for the Food Service channel. Ghirardelli currently owns and operates 18 retail stores in seven states, including the original Soda Fountain & Chocolate Shop located in San Francisco's historic Ghirardelli Square. For more information about Ghirardelli, visit [www.ghirardelli.com](http://www.ghirardelli.com).

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