

Max Brenner International Launches "Hugs for Boston" to Support the Richard Family Fund

BOSTON, Mass., (May 3, 2013) -- Max Brenner International, a worldwide chocolate bar concept, today announces a special fundraising program, "Hugs for Boston," in which 100 percent of the proceeds from sales of the company's hot chocolate and Hug Mugs will be donated to the [Richard Family Fund](#). The employees of Max Brenner's Boston location chose the charity, which is dedicated to supporting the family of 8-year-old Martin Richard who died and his mother and sister who were critically injured. The "Hugs for Boston" campaign will run from May 5 through May 11.

Max Brenner's iconic Hug Mug is a cacao bean-shaped mug that can be cupped in both hands to allow for the ultimate experience of warmth, coziness and aroma when savoring the company's comforting hot chocolate drink. The Hug Mug retails for \$8.90 in Max Brenner's Chocolate Shops in Boston, New York, Philadelphia, and Las Vegas, and the Hug Mug set is sold online for \$19.90. Hot chocolate served in a Hug Mug at Max Brenner's U.S. restaurants runs \$5.95.

"During this inhuman act of cowardly violence, our employees demonstrated their priorities of concern, first for several injured bystanders, for our guests, and then for each other," said Sam Borgese, CEO, Max Brenner International. "They are certainly prime examples of 'Boston Strong' and it is in this spirit that we launch our Hugs for Boston fundraising campaign as a way to honor the spirit of Martin Richard and support the family as they heal."

ABOUT MAX BRENNER:

Max Brenner is creating a new chocolate culture worldwide. One that allows people to experience chocolate in a way they've always imagined. Known for its global Chocolate Bars, chocolate products, and artistic presentation, Max Brenner has become the optimal experience of indulgence.

Max Brenner is a wholly owned subsidiary of the Strauss Group, Israel's second-largest food and beverage company. Headquartered in New York City, Max Brenner operates four USA Chocolate Bar Restaurants in Boston, Las Vegas, Philadelphia and New York City, as well as more than 40 Chocolate Bars internationally with the newest locations slated for Bethesda, Md., in June 2013. For more information, please visit www.maxbrenner.com or connect with us at www.facebook.com/maxbrennerusa.

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