



MEDIA
KIT
—
2027



ChocoFest

ALBERTA'S CHOCOLATE
TASTING FESTIVAL

EDMONTON
APRIL 9-10, 2027
Edmonton Inn &
Conference Centre
Wildrose Ballroom

CALGARY
MAY 14-15, 2027
Red & White Club
at McMahon Stadium

ChocoFest brings chocolate makers
and chocolate lovers together to taste,
discover and learn about chocolate.

Taste the Magic

chocofest.ca

PEOPLE | FLAVOURS | STORIES

ChocoFest at a Glance

ChocoFest launched in Sherwood Park in April 2025, welcoming more than 2,200 guests and 24 vendors over two days.

The festival returned in 2026 with a larger footprint and timed admission. Despite a spring blizzard on opening day, sessions sold out and more than 2,500 guests attended.

In 2027, ChocoFest expands to two Alberta cities.

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Friday evenings
are 16+ (Adults-Only)



Saturday
welcomes all ages
Kids 12 & under free



Early access
for seniors



Limited VIP
tasting experience

*Real
Chocolate.
Real
People.*



Discover Chocolate

ChocoFest is a chance to explore chocolate in all its variety and meet the people who make it.

Chocolate makers from Alberta and beyond bring beautifully crafted bonbons and bars, single-origin chocolate and unexpected flavour combinations.

Guests can compare different origins and styles, discover new favourites and talk directly with chocolatiers and chocolate makers about what they are tasting.

Educational demonstrations explore how chocolate is made and how origin, ingredients and technique influence flavour.

*More than a festival.
A deeper taste of chocolate.*



PEOPLE FLAVOURS STORIES

Chocolate connects us. ChocoFest explores the people, places and stories behind every bite.

How ChocoFest Began

In 2024, ChocoFest founder J'Anne Monteleone was searching for something fun to do in the Edmonton area when she came across chocolate festivals in the United States and Europe.

Curious, she looked for one closer to home. The nearest she could find was in Toronto. There appeared to be nothing comparable in Western Canada.

Then came a thought she wasn't expecting: *You could organize a chocolate festival.*

Monteleone describes the moment as a clear impression from God. Chocolate had been a lifelong interest and she had decades of experience organizing events, but creating a chocolate festival was something she had never considered. That moment continues to sustain her and fuel her commitment to supporting the chocolate industry.



**J'ANNE
MONTELEONE**

Founder & Producer
ChocoFest

Media Resources

Available on request for editorial use:

- ChocoFest logo
- Festival and chocolate photography
- B-roll and video footage
- Founder biography
- Interviews with J'Anne Monteleone
- Introductions to participating chocolate makers, subject to availability

Media Contact

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🌐 [J'Anne Monteleone](#)