

2016 Chocolate Expo Smashes 1-day Attendance Record at the Maritime Aquarium

Written by Dave Sigworth

The Chocolate Expo's combination of sea turtles and chocolate turtles, frogs and fudge, and seals and celebrity chefs on Sun., Jan. 31 drew the largest single-day attendance in The Maritime Aquarium at Norwalk's 28-year history.

The Maritime Aquarium welcomed 7,937 guests to its fourth-annual Chocolate Expo, which featured some 40 regional chocolatiers and other specialty-food retailers offering samples and sales of their products throughout the Aquarium galleries.

The Chocolate Expo goodies, offered with all Maritime Aquarium exhibits, would be enticement enough. But icing on the (chocolate) cake on Jan. 31 was that admission was less than the Aquarium's normal prices and that the Aquarium stayed open an extra two hours, until 7 p.m.

"It was a tremendous day," said Brian Davis, president of The Maritime Aquarium. "We thank everyone for coming, for the support of our sponsors – First County Bank and News 12 – and I must acknowledge the work of the entire Aquarium staff to plan and execute such a busy day."

The previous single-day Aquarium attendance record was 6,857 achieved on Chocolate Expo 2014 (Jan. 26, 2014).

First County Bank was presenting sponsor of Chocolate Expo at The Maritime Aquarium.

"First County Bank strongly values giving support to community events and our community resources, so we were thrilled to partner with The Maritime Aquarium and to have met so many Expo guests on Sunday," said Karen M. Kelly, senior vice president and chief marketing officer for First County Bank.

Chocolate Expo offered Aquarium visitors the chance to taste and purchase everything from the finest gourmet chocolates to gelato, fudge, crepes, cannolis, pickles, tomato sauces, waffles, empanadas, vinaigrettes and even bath soaps hinted with chocolate.

Free demonstrations were presented by celebrity chefs Tony Albanese (“Cake Boss”), Barret Beyer (“Hell’s Kitchen”), Frances Legge (“MasterChef”) and Larry Rosenberg, recipe-book author and owner of Bacon Bites.

The Chocolate Expo is a production of Baum Image Group Inc. Learn more about The Chocolate Expo, including future dates in the New York area, at www.thechocolateexpo.com.

For more information about more special events coming up at The Maritime Aquarium, click on www.maritimeaquarium.org or call (203) 852-0700.

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