

@jennybai

Breathable Chocolate?

03/10/2010

BREATHABLE CHOCOLATE?

mmmm.....

What's better than delicious REAL chocolate that costs you just one calorie?

Nothing. That's what.

Unless we're talking about a lifetime supply of white tuna sashimi. But we're not. So let's focus on breathing in chocolate particles.

Yes, breathing.

*

Imagine this scenario. (It could happen to you)

You're in a cafe. You've just finished lunch. Salami on stale rye. You don't really like salami, or stale rye for that matter, but it's a crappy cafe and you realize you only have \$2 to your name, which means the only thing you can buy is the bag lunch your server's mom packed. So you eat the salami, and wash down the rye with a glass of room temp tap water.

Moral of the story: your lunch is below par.

As you leave the cafe, stomach pouting, palette dejected, wishing you had a lifetime supply of sashimi (not salami), all of a sudden you realize . . .

"Zut Alors! Le Whif!"

Passersby have to shade their eyes from the illuminant joy radiating from your face. They wonder what could possibly make anyone so happy.

Then, they see this in your hand.



credit: Phase One Photography

It's a lighter! It's a mini flashlight! It's a portable sanitizer!

No, it's Le Whif, breathable chocolate! (available in pure chocolate, raspberry chocolate and mint chocolate)

Now before you whip out your judging stick and ruin your sweet tooth's chance for changing its life, be patient and read on.

Created by Harvard professor of biomedical engineering, David Edwards' ArtScience Labs network, Le Whif was launched in Paris this past January 31, 2010, as the world's only breathable chocolate.

"Le Whif uses particle engineering to form chocolate in particle sizes that are small enough to

become airborne, though too large to enter the lungs," says Professor Edwards. Its design is biodegradable, organic and contains less than one calorie.

The design of this small tube of chocolate has been enhanced by the collaboration of university students, culinary artists and designers, and has attracted global attention, launching in 32 countries. It is currently available online at www.lewhif.com for about \$2.50. I'd say that's a small price to pay for innovation and ultimate mouth satisfaction.

*

So, I'm going to the exclusive NYC launch of Le Whif tomorrow night (Friday, March 11, 2010) at Dylan's Candy Bar on Third Ave. And I plan on Le Whiffing myself into oblivion. Hopefully, the next time you hear from me, I'll have tales of how they found me under a table, covered in chocolate powder, hiding from the security guards because I tried to swipe everyone's Whif stick.

But in the meantime, I leave you with this picture, entitled: "the kick of coffee without the cup!" Yes. It's pure genius.



credit: Phase One Photography

<http://www.jennybai.com/2/post/2010/03/breathable-chocolate.html>