

LIGHTS. **VEGAS** ACTION.



Exotic flavored chocolate truffles are some of the new gourmet offerings at Ethel's Chocolate Lounge in the Fashion Show Mall.

Ethel's Chocolate Lounge

Sin City's chocolate addiction

Las Vegas is crazy about Ethel's

Iced tea. Popsicles. Frozen fruit. All favorite summertime treats.

Now add white chocolate piña colada truffles, raspberry rhapsody chocolates and real mocha blended drinks.

From gourmet and old-fashioned chocolate to cold, frothy ice blended drinks, chocolate in Las Vegas just got better.

Going gourmet

Created by Forrest Mars, the Ethel M brand is famous for its fine dark and milk chocolates. Recently, Mars, Inc. decided to change the Ethel M brand to Ethel's. Ethel's offers a wide range of gourmet chocolates sure to satisfy that sweet tooth.

"Over the last few years, there has been an increased interest in gourmet chocolate," said John

as well as The District (right next to Green Valley Ranch hotel). These locations are perfect for those who want to take a break from shopping and relax in a chic-yet-cozy environment.

For an all-out chocolate experience, visitors should check out the Ethel M Chocolate Factory and Botanical Cactus Gardens, which also includes an Ethel's lounge.

Cocoa and cacti come together

Located in Henderson, Ethel M Chocolate Factory and Cactus Gardens is quite the adventure. Only 15 minutes away from the Strip, it attracts more than 700,000 tourists a year. Guests get to see chocolates

Melts in your mouth, not in your hand

M&M's are one of the most well-known chocolates in the world and the Ethel M Chocolate Factory also houses an M&M's World store offering a variety of the colorful candies. For those who want to truly immerse themselves in the M&M's experience, there is also a four-story M&M's World inside the Showcase Mall on the Strip.

Various props throughout the store feature Red, Yellow, Blue and their counterparts hawking T-shirts, ties, calculators, magnets ... you name it. The "I Lost My M in Las Vegas," a 3-D featurette, plays on the third floor with a free admission to the M & M Academy (Here, students are led into a classroom

"Over the last few years, there has been an increased interest in gourmet chocolate"

John Haugh, president of Mars Retail Group

being made, sample gourmet treats and meander through the maze of paths at the Botanical Cactus Gardens at no charge.

"Our chocolate factory and cactus garden provides a non-traditional tourist attraction for visitors to Las Vegas, a good alternative to the standard Las Vegas Strip," said Haugh.

Picking up a piece of chocolate and popping it in your mouth only takes a second. Preparing the filling, texture and shape of it takes a lot longer.

At the Ethel M Chocolate Factory, visitors witness the time and effort it takes to create that perfect morsel.

In fact, this factory has a series of pipes, conveyer belts and tanks that hold 20,000 and 35,000 gallons of chocolate.

"When we are refilling the tanks, we have to latch associates into belts to ensure that they don't fall into the tanks of chocolate," Haugh said.

Carol Chng, a visitor from Singapore, has never seen anything like this.

"It's really interesting to see the process of chocolate," Chng said. "And they are generous about free tasting."

After exiting the factory, guests are free to roam around the Ethel's Chocolate Lounge and sample chocolate. The chocolate factory even provides miniature cooler packs to keep purchased goodies from melting in the sweltering Las Vegas heat.

And you don't have to feel guilty about eating all those little chocolate bites – you can walk off the calories at the Botanical Cactus Garden.

The cactus garden boasts three acres of more than 300 different kinds of plants, including Teddy Bear Cholla, Texas Prickly Pear, Spotted Aloe and other cacti that most people never knew existed.

"I've never really seen a garden full of cactus before," Chng said.

So how did these two different kinds of attractions come together?

"Forrest Mars was passionate about both chocolate and gardening, including cacti," said Haugh. "The opening of both the factory and the botanical garden was a natural extension of those two passions."

The cactus garden features a breathtaking display of Christmas lights during the holiday season. Guests can also see caroling, dancing and visits from Santa.

by a wacky professor and have the chance to be part of the movie). And don't forget the chocolate – you'll find M&M's in a rainbow of colors at the first floor's Colorworks.



Ethel's/Ethel M

A chocolate lover's dream travels down the conveyor at Ethel M Chocolate Factory.

Gourmet chocolate is all the rage

Ethel's Chocolate Lounges deliver a fun approach to the longtime favorite candy. The openings of these establishments in Las Vegas make the whole chocolate experience more entertaining.

"People who are chocolate lovers are passionate about chocolate 365 days a year, no matter the season," said Haugh.

Watch out, java joints! Ethel's Chocolate Lounges are here to stay.

This advertising supplement was prepared by Jeannie Borbe and the VEGAS.com staff and did not involve the reporting or editing staff of the Los Angeles Times.

Chocolate in Sin City

Gourmet chocolates and desserts are all the rage right now. While you're splurging on designer purses and shoes, why not invest in a luxurious bite of heaven as well?

Chocolat

Where: 3131 S. Las Vegas Blvd. (Inside Wynn Las Vegas)

Description: World-renowned chef Frédéric Robert offers his signature touch to chocolates, truffles, ganaches and pastries.

More info: (702) 248-3463

Chocolate Swan

Where: 3950 S. Las Vegas Blvd. (Inside Mandalay Place at Mandalay Bay)

Description: Chocolate Swan offers everything from high-quality chocolate selections to all-natural, handmade candies and desserts. Guests can enjoy English toffees, tortes, éclairs and several tantalizing truffles.

More info: (702) 632-7777

Godiva Chocolatier

Where: 3667 S. Las Vegas Blvd. (Inside Planet Hollywood)

Description: Godiva Chocolatier offers its traditional and seasonal chocolates, including a variety of ganache, truffle, praline and caramel collections.

More info: (702) 731-6798

Jean-Philippe Pâtisserie

Where: 3600 S. Las Vegas Blvd. (Inside Bellagio)

Description: Jean-Philippe Pâtisserie offers delicious confections like Nutella brioche filled with caramelized hazelnuts, candied pineapples and coconut crisp and sugar-free, three-layer chocolate Napoleon. Visitors can also witness a 27-foot-tall (14 feet visible) freestanding chocolate fountain, the tallest of its kind in the world.

More info: (702) 693-8788

Lenôte

Where: 3655 S. Las Vegas Blvd. (Inside Paris Las Vegas)

Description: Gaston Lenôte holds the rank among pastry chefs that Bach does among classical musicians, so it is an understatement to say that Las Vegas is lucky to have a branch of his Paris pastry shop. This is really sort of a sweet-lover's boutique, but the core attraction remains these gorgeous desserts and a terrific array of tiny, intensely delicious chocolates.

More info: (702) 946-7000

Rocky Mountain Chocolate Factory

Where: 30 Strada Di Villaggio (Located in MonteLago Village at Lake Las Vegas)

Description: Rocky Mountain Chocolate Factory offers creamy chocolates, fondues, caramel apples and fudge. Take some pieces to go, sit outside and enjoy the beautiful view of Lake Las Vegas and the surrounding mountains.

More info: (702) 547-1000

Teuscher Chocolates

Where: 3667 S. Las Vegas Blvd. (Inside the Miracle Mile Shops at Planet Hollywood)

Description: If you talk about chocolate then you have to talk about Switzerland's secret weapon, Teuscher. They've been making chocolates for more than 70 years and the house specialty is the delightfully decadent champagne truffle.

More info: (702) 866-6641

Tintoretto

Where: 3355 S. Las Vegas Blvd. (Inside Venetian hotel)

Description: Often referred to as an "international bakery," Tintoretto's offers an amazing selection of biscotti, Napoleons, chocolate mousse and much more.

More info: (702) 414-3400

Vosges Haut Chocolat

Where: 3500 S. Las Vegas Blvd. (Inside the Forum Shops at Caesars Palace)

Description: Vosges' exotic truffles incorporate unique flavors from the around the world including absinthe, wasabi, paprika, Kirsch, curry and more.

More info: (702) 836-9866



Ethel's Chocolate Lounge

Visitors to Ethel's Chocolate Lounge can enjoy gourmet chocolates in a stylish environment.

Haugh, president of Mars Retail Group. "Ethel's is at the forefront of that trend, offering chocolate lovers an opportunity to personalize their chocolate experience that is based on their own individual love of chocolate."

Fun chocolate concoctions include PB&J, cinnamon-swirl, coco mango tango, maple mania, blueberry bliss and much more. Ethel's even features a cocktail collection, with mojito, margarita, champagne and spiced rum flavors.

"The evolution of the Ethel M brand to Ethel's has attracted a good deal of customer interest," said Haugh.

For those who like chocolate the old-fashioned way, traditional Ethel M chocolates are still available.

"Lounge" around town

Based only in Chicago and Las Vegas, Ethel's Chocolate Lounge offers eclectic, gourmet chocolate in a trendy, chic atmosphere. Featuring vibrant colored walls, dim lights and contemporary furnishings, Ethel's Chocolate Lounge is the ideal place to escape the heat, relax and chat with friends while feeding that chocolate craving. In addition to its diverse chocolate collection, gourmet apples, warm fondues and chilled beverages are also available.

Shopaholics, rejoice! Ethel's Chocolate Lounge has a spot inside the Fashion Show Mall on the Strip

CALENDAR

S M T W T F S
 1 2 3 4 5 6
 7 8 9 10 11 12 13
 14 15 16 17 18 19 20
 21 22 23 24 25 26 27
 28 29 30 31

UPCOMING HEADLINERS

Wayne Brady 9:30 p.m. Thurs. - Sun., 7/1, Venetian
Brian McKnight 8 p.m., 7/1, Orleans
Fest for Beatles Fans 2 p.m. Sun., 12 p.m. Mon. and Tue., 7/1 - 7/3, Mirage
Wayne Newton 8 p.m., Tue. - Sat., 7/1 - 7/7, Harrah's
Pat Benatar 9 p.m., 7/3, Mandalay Bay
Widespread Panic, The Crystal Method 7 p.m., 7/3, Planet Hollywood
Lionel Richie 8 p.m., 7/5 - 7/7, Caesars Palace
Lewis Black 9 p.m., 7/5 - 7/11, MGM Grand

Charlie Murphy Doors at 8 p.m., 7/6, House of Blues at Mandalay Bay
David Spade 10:30 p.m., 7/6 - 7/7, Mirage
Smash Mouth 8 p.m., 7/6 - 7/7, Las Vegas Hilton
Jim Belushi & The Sacred Hearts 8 p.m., 7/6 - 7/7, Orleans
Katt Williams 8 p.m., 7/6 - 7/7, Hard Rock Hotel
NBA Summer League Times vary, 7/6 - 7/15, Thomas & Mack Center
Lee Greenwood & Crystal Gayle 8 p.m., 7/7, Buffalo Bill's
Coheed and Cambria, Killswitch Engage 7 p.m., 7/10, Palms

Howie Mandel 9 p.m., 7/12 - 7/17, MGM Grand
Kool & The Gang 9 p.m., 7/13, Green Valley Ranch
Lynyrd Skynyrd 8 p.m., 7/13, Sunset Station
Joe Diffie, Mark Chesnut & Aaron Tippin 8 p.m., 7/13, Texas Station
Rusted Root 9 p.m., 7/13, Hard Rock Hotel
Jay Leno 10:30 p.m., 7/13 - 7/14, 7/27 - 7/28, Mirage
The Four Tops 8 p.m., 7/13 - 7/15, Orleans
Mary J. Blige 9 p.m., 7/14, Hard Rock Hotel
Michael Bublé 8 p.m., 7/14, MGM Grand

Eric Burdon & Rare Earth 8 p.m., 7/14, Cannery
Mary Wilson 8 p.m., 7/14, Silverton
Gladys Knight 9 p.m., 7/20, Buffalo Bill's
Dana Carvey 10:30 p.m., 7/20 - 7/21, Mirage
Johnny Rivers 8 p.m., 7/21, Boulder Station
Boz Scaggs Doors open at 7 p.m., 7/21, House of Blues at Mandalay Bay
The Bangles 9 p.m., 7/21, Mandalay Bay
Boxing: Bernard Hopkins vs. Winky Wright Doors open at 3:30 p.m., 7/21, Mandalay Bay
USA Basketball Mens Senior National

Team Time TBA, 7/22, Thomas & Mack Center
Lamb of God, Hatebreed Doors open at 5 p.m., 7/23, House of Blues at Mandalay Bay
Rodney Carrington 9 p.m. - Fri., 8 p.m. Sat. 7/26 - 8/1, MGM Grand
Jon Lovitz 8 p.m., 7/27 - 7/29, Orleans
Violent Femmes 9 p.m., 7/27, Hard Rock Hotel
Montgomery Gentry 9 p.m., 7/27, Green Valley Ranch
Tears for Fears 9 p.m., 7/27, Mandalay Bay
Martina McBride 8 p.m., 7/27, Mandalay Bay
Joe Walsh 9 p.m., 7/27, Buffalo Bill's

Pepe Aguilar 8 p.m., 7/28, Caesars Palace
Tesla Doors open at 7:30 p.m., 7/28, House of Blues at Mandalay Bay
Rush 8 p.m., 7/28, MGM Grand
Fergie 8 p.m., 7/28, Palms
Tanya Tucker 8 p.m., 7/28, Buffalo Bill's
Debbie Reynolds 4 p.m., 7/29, JW Marriott Las Vegas

HEADLINERS

Barry Manilow: Music and Passion 8 p.m. Wed. - Sat., 7/17 - 7/21, 7/25 - 7/28, Las Vegas Hilton
Celine Dion, A New Day 8:30 p.m. Wed. - Sun., 7/1, Caesars Palace
Danny Gans 8 p.m. Tues., Wed., Fri. and Sat., Mirage
David Copperfield 7:30 and 10 p.m., with an additional show at 4:30 p.m. Sat., 7/1 - 7/4, 7/18 - 7/25, MGM Grand
Gordie Brown 7:30 p.m. Thur. - Tues., Venetian
Platters, Cornell Gunter's Coasters, Beary Hobb's Drifters 7:30 p.m. daily, Sahara
Toni Braxton: Revealed 7:30 p.m. Tues. - Sat., Flamingo

PRODUCTION SHOWS

Blue Man Group 8 p.m. Sun.; 8 and 10 p.m. Mon.; 7 and 10 p.m. Tues.; 8 p.m. Wed. - Thurs.; 7 and 10 p.m. Fri. - Sat., Venetian
Folies Bergere 7:30 and 10 p.m. Mon., Wed., Thurs. and Sat.; 8:30 p.m. Tues. and Fri., Tropicana
Ice: Direct from Russia 8 p.m. Sat. - Thurs., Riviera
KA 7 and 9:30 p.m. Tue. - Sat., MGM Grand
An Evening at La Cage starring Frank Marino 7:30 p.m. Wed. - Mon., Riviera
Le Réve 7:30 p.m. and 10:30 p.m. Thurs. - Mon., Wynn Las Vegas
LOVE 7 and 10 p.m. Thurs. - Mon., Mirage
Mamma Mia! 7:30 p.m. Sun. - Thurs.; 6 and 10 p.m. Sat., Mandalay Bay
Matsuri 7 p.m. Mon. - Sat., Sahara
Menopause the Musical 7 p.m. Mon., Tues., Thurs. and Fri.; 2 p.m. and 7 p.m. Wed.; 4 and 7 p.m. Sat. and Sun., Las Vegas Hilton
Monty Python's Spamalot 8 p.m. Sun. - Wed. and Fri., 7 and 10 p.m. Sat., Wynn Las Vegas
Mystère 7 and 9:30 p.m. Mon. - Wed. and Sat.; 4:30 and 7 p.m. Sun., Treasure Island
O 7:30 and 10:30 p.m. Wed. - Sun., Bellagio
Phantom - The Las Vegas Spectacular 7 p.m. Mon. - Sat., with an additional show at 9:30 p.m. Mon. and Sat., Venetian
The Producers 8 p.m. Mon. - Fri.; 6 and 9 p.m. Sat., Paris
Stomp Out Loud 8 p.m. Thurs. - Tue., Planet Hollywood
Tony 'n' Tina's Wedding 7 p.m. nightly, Rio
Tournament of Kings 6 and 8:30 p.m. Wed. - Mon., Excalibur
V - the Ultimate Variety Show 7:30 and 9 p.m. daily, Planet Hollywood
Zumanity 7:30 and 10:30 p.m. Wed. - Sun., New York-New York

ADULT SHOWS

Chippendales The Show 8 p.m. Sun. - Tues., Thurs.; 8 and 10:30 p.m. Fri. - Sat., Rio
Crazy Girls 9:30 p.m. Wed. - Mon., Riviera
Fantasy, Sun. - Fri., 10:30 p.m. with additional show at 8 p.m. Tues.; 11 p.m. Sat., Luxor
Jubilee! 7:30 and 10:30 p.m. Sat. - Thurs., Bally's
MGM Grand's Crazy Horse Paris 8 and 10:30 p.m. Wed. - Mon., MGM Grand
Stripper 101 5 and 6:30 p.m. Mon. - Wed.; 3:30, 5 and 6:30 p.m. Thurs. - Sat. with an additional class at 8 p.m. on Fri. and Sat.; 5 p.m. Sun., Planet Hollywood
Thunder From Down Under 9 p.m. Sun. - Thurs. and 9 and 11 p.m. on Fri. and Sat., Excalibur
X Burlesque, 10 p.m. Mon. - Wed. and Fri., 12 a.m. Sat., Flamingo

MAGIC SHOWS

Amazing Johnathan 10 p.m. Fri. - Tues., Sahara
David Copperfield, 7:30 and 10 p.m., with an additional show at 4:30 p.m. Sat., 7/1 - 7/4, 7/18 - 7/25, MGM Grand
Hans Klok - The Beauty of Magic 7 and 10 p.m. Thurs. - Sat., Planet Hollywood
Lance Burton 7 and 10 p.m. Tues. and Sat.; 7 p.m. Wed. - Fri., Monte Carlo
Mac King Comedy Magic Show 1 and 3 p.m. Tues. - Sat., Harrah's
Nathan Burton Comedy Magic 12 and 2 p.m. Sat. - Thurs.; 4 and 6 p.m. Fri., Planet Hollywood
Penn & Teller 9 p.m. Sat. - Thurs., Rio
Steve Wyrick Real Magic 7 and 9 p.m. Sat. - Thurs., Planet Hollywood
Xtreme Magic Starring Dirk Arthur 2 and 4 p.m. Sat. - Thurs., Tropicana

COMEDY SHOWS

Carrot Top 8 p.m. Sun. - Mon., Wed. - Fri.; 7 and 9 p.m. Sat., Luxor
Defending the Caveman 8 p.m. Wed. - Mon. with and additional show at 3 p.m. Sat. and Sun., Golden Nugget
George Wallace 10 p.m. Tues. - Sat., Flamingo
Improv at Harrah's 8:30 and 10:30 p.m. Tues. - Sun., Harrah's
Louie Anderson 7 p.m. Sat. - Thurs., Excalibur
Playboy Comedy 8 and 10:30 p.m., 7/14, 7/28, Palms
Second City 8 p.m. Mon., Tues. and Fri.; 8 and 10 p.m. on Thurs., Sat. and Sun., Flamingo

TRIBUTE SHOWS

The Fab Four 6 p.m. Sat. - Thurs., Planet Hollywood
Legends in Concert 7:30 and 10 p.m. Mon. - Sat., Imperial Palace
A Neil Diamond Tribute, starring Jay White 7 p.m. Sun. - Thurs., Riviera
The Rat Pack Is Back 6 p.m. dinner seating; 8:15 p.m. show Sat. - Thurs., Greek Isles
Trent Carlini: The Musical History of the King 9 p.m. Mon. - Sat., Sahara

HYPNOSIS SHOWS

Anthony Cools - The Uncensored Hypnotist 9 p.m. Thursday - Tuesday, Paris
Dr. Scott Lewis 9 p.m. Mon., Riviera
Mesmerized 10:30 p.m. Sat. - Thurs., Planet Hollywood

AFTERNOON SHOWS

Gregory Popovich's Comedy Pet Theater 3:30 p.m. Sat. - Thurs., Planet Hollywood
Society of Seven 3 p.m. Wed. - Sun., Flamingo
The Price Is Right-Live 2:30 p.m. Tues. - Thurs. and Sat.; 7:30 p.m. Fri., Bally's

LIGHTS.



ACTION.



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