

# THE VANCOUVER SUN

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## Getting emotionally involved with chocolate

**When it comes to tasting chocolate the brain responds in the same way -- by falling madly in love**

It's like nature wants us to become chocoholics. Why else would chocolate trigger the same brain responses as falling in love? Small wonder, isn't it, that tongues hang out and hearts skip a beat around chocolate.

When you throw in best news of the century for chocolate lovers - - that good quality chocolate is healthy for us -- it's time to get serious.

Around Vancouver, some very good artisanal chocolatiers, like so many Cupids, keep our love burning. And they keep surprising us with ever-better products and creative ideas. Here's what some of them are up to, fuelling and stoking our chocolate lust.

### Zazubean Organic Chocolate

Two women, a CEO and a personal trainer, went cycling one day and talked about how there wasn't an organic fair trade chocolate that was not only ethical and delicious but extra healthy. Being the self-starters that they are, they started working with a Swiss chocolatier and a local herbalist.

They scoured the globe for botanicals and made chocolate bars with health boosters: Lunatic for women's monthly madness, Zing for energy, Ego for powerful antioxidant power, Nakid just for an intense cocoa experience and Flirt for sexual function, and Hottie for cardiovascular benefits.

The company name morphed from the fact that one of the owners looked like The Great Gazoo (the alien in The Flintstones) in her scooter helmet. The chocolate bars are available at Whole Foods, Capers and Choices. For other outlets, see [zazubean.com](http://zazubean.com)

Colour Photo: Zazubean Organic Chocolates new Lunatic chocolate bar.

