

## Welcome to Chocolate Heaven™

Breathe in. Breathe out.

Just a short trip from where you stand you'll find *Chocolate Heaven™*. You don't need a passport. You don't need a visa. And in heaven you need no vaccinations. Just 40 minutes by car (or even less with our new shuttle service), *Chocolate Heaven™* is a place like no other and yet as familiar as home.

Close to all amenities and never far from friends you'll discover a paradise fully equipped with all the luxuries you demand. All the conveniences of the modern day at your fingertips and luxuriously appointed in the style you deserve. Exotic and romantic yet with an olde world charm, *Chocolate Heaven™* provides the fairytale backdrop AND the high-gloss lifestyle you'll adore. Freedom, style, luxury and simplicity; the full cream experience with none of the calories. Don't you wish you'd thought of it sooner?

Recommended by specialists.

Formulated by experts.

Close your eyes, make a wish and hold on tight,

*Chocolate Heaven™* awaits!

Situated amongst lush rolling hills, bountiful farmland and picturesque orchards *Chocolate Heaven™* is every greedy man's dream and every sensual soul's delight. A place where all you want is what you see and all you see is what you can be! Sit down by the waterfall and feel the sweetness on your toes as you dabble in the cool syrup waters. Lay back and breathe deep the fragranced luxury of a guaranteed 330 days of pure malted sunshine every year. Taste the sugary dew as it forms on your tongue or go hunting for fruit and nuts in the extensive deer park that stretches away to the clear, calm sea. Pistachios and almonds, peanuts and cashews fall at your feet. Beautiful women and men vie for your attention. A peppermint grove of shady tranquillity nestles behind the hermitage, but relax, for you already know all you'll need to know and the future is clear as day. Stretch out, lay back, breathe deep and look ahead. There is no need to put any limits on what is

possible. Fulfil your goals. Drop your expectations. *Chocolate Heaven™* is your perfect paradise.

But wait!

*Chocolate Heaven™* is no lazy man's dream, no slacker's paradise, no cosy solipsistic dementia. *Chocolate Heaven™* isn't a state of mind or site of personal reflection.

*Chocolate Heaven™* is not a place for selfish introspection; *Chocolate Heaven™* is a place of Action!

A place for enacted belief. In *Chocolate Heaven™* leaps of faith will occur before you open your eyes every morning. A pragmatists utopia, if you will, where terms never contradict and your actions will reflect all you ever wanted to see. In *Chocolate Heaven™*, submerged in the sweet musical hustle of language and bustle of concepts, you can witness all your preconceived ideas just melt away. *Chocolate Heaven™* is a social world, a community as melodious as the after dinner chitchat of friends. Smile as you watch your very self fall between the cracks of what used to be your own ideology. Laugh as signs replace things but up-size on taste. Run, Jump and Tumble through the gentle wilderness of yesterday's familiar ideas, now all wild and gone to seed in the succulent forest of your own desires. Imagine an image of breathtaking beauty, then spring forth and dance through this 2-dimensional world with a reckless gymnastic of your own device, a metaphysical choreography of pure meaning. You are dancing in *Chocolate Heaven™*.

*Chocolate Heaven™* is the new beginning, the next stage, the new dawn. *Chocolate Heaven™* is the most seductive phenomenon in human evolution. *Chocolate Heaven™* is the greatest franchise since the Catholic Church, the largest infection since internal pregnancy.

## A Brief History

First formally established in the early fourteenth century, we owe a huge debt to Dante Alighieri (1265-1321) for his early pioneering work on the franchise. Embracing the impossible by attempting to map the essentially unmappable nature of *Chocolate Heaven™*, Dante's drawings are still familiar to us today (see

figure 1a and b). Even these, however, are believed to have been translated from much earlier Chinese transcripts and stolen by Marco Polo (1265-1323, Alighieri's contemporary) from the legendary (though unsubstantiated) Solid Chocolate Court of Kubli Khan (1261-1294). Found ceramic fragments dating from this period talk of the 'consumption' of Khan's Xanadu during years of catastrophic drought and war, and scholars are still divided today as to how literally this should be interpreted. Aligheiri's drawings now have become the quintessential nonsense schematic, the epitome of the empty package, the residual fragment with the sweet existence of sense only to be problematically inferred.

Indeed, the existence of a world defined by its very lack of definition posed a considerable problem to the Renaissance thinkers and would only really find alternative expression in the Edo period Japanese construction of '*the floating world*'. Here in the language of the Buddhist koan, a spoken and written form that aims in its very linguistic construction to contradict semiotic understanding and subvert the rationale of words, can we discover a blueprint, a draft legislation for the existence of this paradise. A system that admits to simultaneous being and non-being, that denies the solidity and fundamental denotative rationality of perception itself. It is a system that we can now see to be essentially Chocolate.

However correlative, in basis, we now find this idea of '*the floating world*' with that of **Chocolate Heaven™**, in practice it has not been without its critics. It was Friedrich Nietzsche (1844-1900) who first pointed out in his attack on the "nihilism" of Buddhist thought, that what was always considered a miss translation of the term '*ukiyo*' meaning 'this transient life in which we suffer' into '*floating world*' (with the suspicious removal of any concept of suffering) was in fact far more likely a direct linguistic ancestor of the Mogul term (inexpressible) for 'Chocolate' and comes direct from the Asian mainland and Khan's empire. This would account, says Nietzsche, for the occurrence of the "undeniably brilliant and illuminated" phenomenon of **Chocolate Heaven™** being conceptualised in an essentially "degenerative" socio/religious system. Much of Nietzsche's subsequent philosophical speculation can be seen, in many ways, as an attempt to remove the Buddhism from the '*floating world*' and reinstate **Chocolate Heaven™** as we now know it on its original Indo/Aryan foundation. Indeed one of the largest and most controversial attempted **Chocolate Heaven™** franchises

was established in Central Africa by Nietzsche's own sister with healthy funding from early Nazi financiers.

As you can see, even though the origins of *Chocolate Heaven™* may be shrouded in mystery and academic speculation it is clear that the drive to act out the Chocolate life has always attracted a rich and diverse range of followers. The desire to understand this world directly through action being their unifying characteristic, combined with a sensual anarchism toward existing linguistic power structures.

## The future

Globalised inter-linked franchise development is progressing at a truly prodigious rate. The first entire *Chocolate Countries™* are of course old news but the reconfiguration of intertwined *Chocolate Continents™* will soon lead to the effortless progress of *Chocolate Heaven™* for all peoples. It is indeed argued that a real-time, 2-dimensional Chocolate planet could already be said to exist, with millions of beautiful men and women already residing, full time, in *Chocolate Heaven™*

## And You

Now you too can walk the elysian fields of *Chocolate Heaven™*. Breathe the fresh sanctified air of alpine country. Swim in the sensual streams of your own clear conscience where the honeybees of desire dance their mystic patterns all day long. Now you can join them in their inspired dance- knowing all the steps! It's not about faith; it's all about commitment. Even if you never thought you could you too can be committed in *Chocolate Heaven™*

Don't pack. Don't stress. Send no money. Just pick up the phone and ring today. Don't delay. Sign no cheques. No need to consult your physician, cancel the milk or stop the papers.

Forget the fine print

Just be ready.

Take a deep breath, open your eyes and

welcome to *Chocolate Heaven™*