

Abels resurrect famous Mavrakos chocolate

BY RICK DESLOGE

rdesloge@bizjournals.com

Chocolate Chocolate Chocolate Co. is sweetening its selections, adding the long-dormant Mavrakos Candy line.

Dan Abel and his family, which own Chocolate Chocolate Chocolate Co., acquired the rights to the Mavrakos name and plan to unveil a dozen Mavrakos chocolates starting Oct. 21 at its eight stores and in 23 Dierbergs market locations.

"We've retrade-marked 'Mavrakos' and some of its specialty chocolates," said Dan Abel Jr., vice president with Chocolate Chocolate Chocolate.

The Abels are spending slightly more than \$100,000 for marketing, production and packaging of the Mavrakos line, Abel Jr. said.

His father started the chocolate-making company in 1981 and has been offering retail franchises that require a \$175,000 investment since 2002.

Mavrakos started in St. Louis nearly

a century ago, and at its peak had 16 retail locations and a thriving catalog business. The company was sold in 1984 to Archibald Candy Corp., which ran the Fannie May candy stores. The new owners, retired the Mavrakos name. Earlier this decade, Archibald Candy declared bankruptcy. It was during that process the Mavrakos name was abandoned, said Abel Jr. His family already held the Mavrakos recipes, which it acquired in 1984 at the time Archibald purchased the Mavrakos business, he said.

Abel Jr. said he had been on alert for when the name would become available through his company's attorneys at Greensfelder, Hemker & Gale.

"Trademarks can be canceled for failure to renew," said Jeff Michelman, an intellectual property attorney with Paule Camazine & Bluementhal, who was not involved in the Mavrakos deal.

Abel's Chocolates Inc., the franchise corporation for Chocolate Chocolate Chocolate, filed a new trademark application for the Mavrakos name saying its first use was July 28 this year, according to information at the U.S. Patent and Trademark Office.

The new products start at \$5.95 for two multipiece boxes of Mavrakos chocolates and range up to a \$29.95 one-pound Rosebud Mavrakos chocolates.



DAN ABEL JR.