



Monday, June 11, 2007



Playboy

Sweet: New candy bar.

More than eye candy: To purists who say that chocolate is better than sex, *Playboy* suggests: Why not both? Here comes the *Playboy* chocolate bar line. Wrappers on the 3.5-ounce milk chocolate and dark chocolate bars include images of the brand's trademark bunny and sayings such as "What happens at The Mansion . . . stays at The Mansion."

Priced at \$3.99 to \$5.99, they're available at playboychocolate.com and Spencer Gifts. They're produced under license with Prais, a private-label chocolate company.

Playboy founder Hugh Hefner's second addiction is chocolate. For Christmas, the extended Bunny clan bought him a box of — you guessed it — chocolates.

How about a chocolate bunny for Father's Day?