

= Chocolate ( Kylie Minogue song ) =

" Chocolate " is a song by Australian recording artist Kylie Minogue , taken from her ninth studio album Body Language ( 2003 ) . It was written by its producer Johnny Douglas and Karen Poole . The song is a ballad which uses a chocolate simile to describe Minogue 's obsession with love . It contains elements of disco and funk and employs breathy and whispery vocals . It was released as the third and final single from the album on 28 June 2004 by Parlophone .

Critical reception towards " Chocolate " varied from favourable to mixed ; some critics favoured its commercial appeal and Minogue 's vocals , while some criticised it for being dated . In Australia , the song failed to reach the top ten and peaked at number 14 . It found more success in the United Kingdom , where it became her 27th top @-@ ten hit after it debuted at number six on the UK Singles Chart . The single also charted inside the top twenty in Hungary and Italy .

A music video for " Chocolate " was directed by Dawn Shadforth and was envisioned as a tribute to Metro @-@ Goldwyn @-@ Mayer musicals . It chiefly features Minogue and numerous backup dancers , in a hall , performing a dance routine choreographed by Michael Rooney . The song was performed live by Minogue at the one @-@ off concert show Money Can 't Buy and TV show Top of the Pops . " Chocolate " was included on the set list of the singer 's Showgirl : The Greatest Hits and Showgirl : The Homecoming tours .

= = Background and composition = =

Following the global success of her eighth studio album Fever , Minogue began working on her ninth studio album Body Language . Aiming to create a dance @-@ pop album inspired by electronic music from the 1980s , Minogue enlisted collaborators such as Johnny Douglas ( who had previously worked with her on Light Years ) and Karen Poole . The duo wrote " Chocolate " together , while Douglas also handled the production of the song . According to Minogue 's official website , " Chocolate " was one of her favourites from the album . It was selected as the third single from Body Language and was released globally on 28 June 2004 by Parlophone . The Maxi CD version of the single contains the B @-@ side " City Games " , which was one of the first tracks recorded for the album .

" Chocolate " is a ballad that borrows influences from numerous genres including disco and funk music . Minogue 's vocals are synthesised and are delivered in a breathy and whispery manner . According to music magazine Spin , the song describes Minogue 's " addiction to love " through a chocolate simile . PopMatters critic Adrien Begrand called its lyrics " steamy , " citing the line " Hold me and control me and then / Melt me slowly down " as an example . Helen Pidd from The Guardian found the lyrics to be " packed with saccharine innuendo . "

= = Reception = =

= = = Critical response = = =

The A.V. Club critic Andy Battaglia felt the ballad was successful in terms of execution and described it as " a breeze of finger @-@ snap funk . " Adrien Begrand from PopMatters singled it out as a highlight from the second half of Body Language , commenting that it " keeps the last half of the album from being a complete waste of time . " Favouring Minogue 's vocal performance , Eric Seguy from Stylus Magazine wrote : " Kylie proves herself to be a consummate entertainer , breezing through the chill muzak of " Promises " and " Chocolate " ' s wild disco jam with equal ease . " Slant Magazine editor Sal Cinquemani likened Minogue 's vocals to that of British electronic music duo Mono and felt the tone of the song resembled the " gauzy melancholy " of Madonna 's 1994 album Bedtime Stories . A mixed review came from The Guardian critic Helen Pidd , who acknowledged the song 's commercial appeal but felt it " sounds too dated to pack any punch in the age of Beyoncé and Missy Elliott . " Spin magazine criticised the vocals for being over @-@ processed and

the lyrics for lacking substance . The magazine also felt that the theme of the song had already been covered by " minor artists " like American singer ? songwriter Mandy Moore .

= = = Commercial performance = = =

In Minogue 's native Australia , " Chocolate " debuted and peaked at number 14 on the ARIA Singles Chart , becoming her first single since " Your Disco Needs You " ( 2001 ) to miss the top ten . Its chart run was brief and lasted for four weeks . Similarly , it entered the top 20 of the Italian Singles Chart at number 14 and dropped out the next week . The single was more successful in the United Kingdom , entering and peaking at number six on the UK Singles Chart and spending a total of seven weeks inside the top 40 . It became Minogue 's 27th top ten hit in the country .

= = Music video = =

The music video for " Chocolate " was directed by Dawn Shadforth , while the dance sequences were choreographed by Michael Rooney . Shadforth and Rooney had previously worked with Minogue on the video of her 2001 single " Can 't Get You Out of My Head " . The video was conceptualised as a tribute to old musicals produced by American media company Metro @-@ Goldwyn @-@ Mayer . It featured a 40 @-@ second long ballet routine for which Minogue was coached by Rooney for four days . She admitted that the practise sessions were exhausting , but felt the final product became " classy " as a result . The singer felt " lucky " to be able to incorporate a ballet routine in the video and opined that it was " a lot different " from the rest of her repertoire . Julie Aspinall , author of the book Kylie : Queen of the World , wrote that Minogue adopted a " Gallic chic style " for the video . Aspinall felt that Minogue " absolutely looked the part " and suggested it was due to her being influenced by then @-@ boyfriend Olivier Martinez , a French actor . At the 10th Annual American Choreography Awards in 2004 , Rooney was nominated for the " Outstanding Achievement in Choreography ? Music Video " award for " Chocolate " .

The video begins with a shot of Minogue posing in a dark room , dressed in a sparkling costume on which rainbow @-@ lighting is projected . She is then shown in front of a wall wearing a flowing maroon dress . As the intro ends and the first verse commences , Minogue appears in a hall and performs various dance routine with numerous female dancers clad in nude bodysuits . The singer 's attire consists of a pleated red organza dress designed by Austrian fashion designer Helmut Lang ( in 2006 , Minogue donated this costume to the Arts Centre Melbourne museum , where it is displayed in the Kylie Minogue Collection ) . Shots of the dancers in kaleidoscopic arrangements are intercut . A few seconds later , Minogue and a man dance together alone in a hall . Their dance ends with the man slowly laying Minogue down on the floor and leaving . Twelve women in golden and pastel pink dresses are seen dancing on a dark brown floor , which is revealed to be Minogue 's hat as the camera pans out . She proceeds to wave to a distant person and then plucks the petals out of a pink rose she is holding . The rest of the video randomly intersperses all of the previous scenes .

= = Live performances = =

A one @-@ off concert show , Money Can 't Buy , was held at entertainment venue Hammersmith Apollo , London , on 15 November 2003 to promote Body Language . " Chocolate " was included on the set list of the concert and was performed during the second act " Bardello . " On 25 June 2004 , Minogue appeared on British music chart television programme Top of the Pops to perform the song live . She sang " Chocolate " for the second time on the programme on 9 July .

" Chocolate " was included on the set list of Minogue 's Showgirl : The Greatest Hits Tour in 2005 . Minogue was unable to complete the tour as she was diagnosed with early breast cancer and had to cancel the Australian leg of the tour . After undergoing treatment and recovery , she resumed the concert tour in the form of Showgirl : The Homecoming Tour in 2007 , and " Chocolate " was again added to the set list .

= = Formats and track listing = =

= = Weekly charts = =