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## Email Templates: January - April 2026

### Ready-to-Use Email Content for Chocolat on James

**Date:** November 2025 **Prepared for:** Dan Edwards, Chocolat on James **Total Emails:** 52 (4 months)

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### How to Use These Templates

- 1. Copy the content into your email platform (Klaviyo recommended)
- 2. Replace [BRACKETS] with your specific details
- 3. Add your images where indicated
- 4. Test all links before sending
- 5. Customize tone/voice as needed

**Email Structure:** - Subject Line - Preview Text (shows in inbox) - Body Content - Call-to-Action (CTA)

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### January 2026 (12 Emails)

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#### Email 1: January 7 (Tuesday)

##### New Year, New Chocolate Discoveries - What’s New in 2026

**Subject Line:** New Year, New Chocolate Discoveries - What’s New in 2026

**Preview Text:** Fresh flavors, exciting collections, and your 2026 chocolate journey starts here

---

Happy New Year from Chocolat on James!

As we step into 2026, we’re excited to share what’s coming to Hamilton’s chocolate destination this year.

#### What’s New in 2026:

**New Flavor Collections** We’re introducing seasonal collections that celebrate local ingredients and bold flavor combinations. First up: our Winter Warmth Collection featuring cardamom, chai spice, and maple.

**Expanded Gift Options** More sizes, more customization, more ways to say “I love you” with chocolate. Perfect for every occasion and budget.

**Community Events** Monthly chocolate tastings, Art Crawl specials, and partnerships with Hamilton favorites. Mark your calendars!

**Your First 2026 Treat** Use code NEWYEAR10 for 10% off your first order of the year.

[IMAGE: New 2026 collection display]

We can't wait to be part of your chocolate moments in 2026.

Sweet regards, The Chocolat on James Team

**CTA Button:** Shop New Arrivals

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**Email 2: January 9 (Thursday)**

**Post-Holiday Self-Care - Treat Yourself Collection**

**Subject Line:** You Deserve This - Post-Holiday Self-Care Treats

**Preview Text:** January is for treating yourself. Here's how chocolate can help.

---

Hi [FIRST NAME],

The holidays are over. The decorations are down. Now it's YOUR turn.

January is the perfect time for a little self-care, and we believe chocolate should be part of that ritual.

**Our Self-Care Favorites:**

**Single-Origin Dark Bars** Rich, complex flavors that deserve to be savored slowly. Perfect with a book and a quiet afternoon.

**Hot Chocolate Mix** Our signature blend turns any evening into a cozy retreat. Just add milk and a comfortable blanket.

**Truffle Flight** Six flavors, six moments of pure joy. Share them... or don't. We won't judge.

[IMAGE: Cozy self-care scene with chocolate]

**Treat Yourself Special** Free shipping on orders over \$50 this week only.

Because you took care of everyone else during the holidays. Now it's your turn.

Indulge guilt-free, Chocolat on James

**CTA Button:** Shop Self-Care Treats

---

**Email 3: January 11 (Saturday)**

**Weekend Special: Buy 2 Bars, Get 1 Free**

**Subject Line:** Weekend Deal: Buy 2 Bars, Get 1 Free

**Preview Text:** Stock up on your favorites - this weekend only!

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Happy Weekend!

This Saturday and Sunday only, we're running our favorite deal of the year:

**Buy Any 2 Bars, Get 1 Free**

Mix and match from our entire bar collection: - Single-origin dark chocolate - Creamy milk chocolate - White chocolate creations - Flavored bars (sea salt, espresso, raspberry)

**How It Works:** 1. Add 3 bars to your cart 2. Discount applies automatically 3. Free bar = lowest priced of the three

[IMAGE: Variety of chocolate bars]

**In-Store or Online** Visit us at 265 James Street North or shop online with code WEEKEND3.

Stock your pantry. Gift to a friend. Try something new.

This deal ends Sunday at midnight!

See you soon, Chocolat on James

**CTA Button:** Shop Bars Now

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**Email 4: January 14 (Tuesday)**

**Chocolate Tasting 101 - How to Taste Like a Pro**

**Subject Line:** Chocolate Tasting 101 - Taste Like a Pro

**Preview Text:** Discover the 5 steps to truly experiencing chocolate

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Hi [FIRST NAME],

Did you know most people eat chocolate too fast to actually taste it?

Today, we're sharing the secrets professional chocolate tasters use - and you can do this at home with any of our bars.

**The 5-Step Tasting Process:**

- 1. Look** Notice the color and shine. Quality chocolate has a glossy surface and even color.
- 2. Listen** Break the bar. You should hear a clean "snap." This means it was tempered correctly.
- 3. Smell** Hold it near your nose. What do you notice? Fruity? Earthy? Nutty? This is the "bouquet."
- 4. Taste** Let it melt on your tongue. Don't chew yet. Notice how the flavors develop and change.
- 5. Feel** Pay attention to the texture. Is it smooth? Creamy? Does it coat your mouth?

[IMAGE: Tasting setup with chocolate pieces]

**Try It Yourself** Our Tasting Flight includes 4 different chocolates with tasting notes. Perfect for practicing at home.

Taste the difference, Chocolat on James

**CTA Button:** Shop Tasting Flight

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**Email 5: January 16 (Thursday)**

**Winter Comfort Collection - Cozy Flavors for Cold Days**

**Subject Line:** Cozy Up: Winter Comfort Collection Has Arrived

**Preview Text:** Warm spices, rich chocolate, and flavors made for cold days

---

It's cold outside. Let's warm you up.

**Introducing: The Winter Comfort Collection**

We've created a limited-edition collection inspired by the flavors that make winter wonderful.

**The Collection Includes:**

**Chai Spice Truffles** Cardamom, cinnamon, and ginger wrapped in dark chocolate. Like a warm hug.

**Maple Pecan Bark** Local maple syrup meets toasted pecans and milk chocolate. 100% Canadian comfort.

**Hot Chocolate Bombs** Drop in hot milk and watch the magic happen. Marshmallows included.

**Espresso Caramel Cups** For those mornings when coffee isn't enough. Rich, bold, perfect.

[IMAGE: Winter Comfort Collection display]

**Limited Edition** These flavors are only available through February. Once they're gone, they're gone until next winter.

Warm yourself from the inside, Chocolat on James

**CTA Button:** Shop Winter Collection

---

**Email 6: January 18 (Saturday)**

**Art Crawl This Weekend - Visit Us on James Street**

**Subject Line:** Art Crawl Tonight! Visit Us on James Street

**Preview Text:** Extended hours, special tastings, and Art Crawl exclusives

---

It's Art Crawl weekend!

Join us tonight (Saturday) for one of Hamilton's best traditions. We'll be open late with special treats just for Art Crawl visitors.

**Art Crawl Specials:**

**Free Tasting Samples** Stop by and try our Winter Comfort Collection. No purchase necessary.

**Art Crawl Exclusive** A special truffle flavor available ONLY during Art Crawl. This month: Champagne Rose.

**Extended Hours** We're open until 10 PM tonight. Perfect for a mid-crawl chocolate break.

[IMAGE: James Street North at Art Crawl]

**Find Us:** 265 James Street North (Between Cannon and Barton)

**Pro Tip:** Start or end your crawl with us. We're at the north end of James, which means less crowded and easier parking.

See you tonight, Chocolat on James

**CTA Button:** Get Directions

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**Email 7: January 21 (Tuesday)**

**Behind the Scenes - Our January Chocolate Making Process**

**Subject Line:** Behind the Scenes: How We Make Your Chocolate

**Preview Text:** A peek inside our kitchen and the craft behind every piece

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Ever wondered what happens behind our shop counter?

Today, we're taking you inside our kitchen to show you how we make the chocolates you love.

#### **A Day in Our Kitchen:**

**6:00 AM - Tempering Begins** Our chocolatier arrives early to start tempering chocolate. This process - heating, cooling, and reheating - gives chocolate its glossy finish and satisfying snap.

**8:00 AM - Ganache Making** We make all our ganache fillings fresh. Today's batch: salted caramel using local butter and sea salt.

**10:00 AM - Hand-Dipping** Each truffle is dipped by hand and decorated individually. This is why no two are exactly alike.

**2:00 PM - Packaging** Every box is packed with care. We check each piece before it goes in.

[IMAGE: Behind-the-scenes kitchen photos]

**See It Live** Visit our shop and watch us work through our glass window. We're happy to answer questions!

Handcrafted with love, Chocolat on James

**CTA Button:** Visit Our Shop

---

#### **Email 8: January 23 (Thursday)**

##### **Valentine's Preview - Early Bird 15% Off Pre-Orders**

**Subject Line:** Valentine's Preview: 15% Off Early Orders

**Preview Text:** Be the first to see our Valentine's Collection - and save

---

Valentine's Day is 3 weeks away.

Get ahead of the rush with our Early Bird special.

#### **Valentine's Collection Preview:**

**Heart-Shaped Truffle Boxes** Our signature truffles arranged in a beautiful heart box. Available in 6, 12, and 24 pieces.

**"Love Notes" Collection** Each chocolate has a romantic message printed inside the box. Perfect for expressing your feelings.

**Couples Tasting Kit** Two sets of 6 chocolates with pairing cards. A romantic activity for Valentine's night.

[IMAGE: Valentine's Collection preview]

**Early Bird Special** Pre-order by January 31 and save 15% with code EARLYLOVE.

**Why Pre-Order?** - Guaranteed availability (we sell out every year) - Pick your delivery date - Skip the Valentine's week rush

Don't wait until the last minute, Chocolat on James

**CTA Button:** Pre-Order Valentine's

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**Email 9: January 25 (Saturday)**

**Corporate Gifting Special - Start Planning Q1 Gifts**

**Subject Line:** Corporate Gifting: Start Q1 Strong

**Preview Text:** Impress clients and thank employees with Hamilton's finest chocolate

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New year, new opportunities to impress.

Q1 is the perfect time to strengthen business relationships with thoughtful gifts. We make it easy.

**Corporate Gifting Made Simple:**

**For Clients** Thank them for their business with beautifully packaged chocolate. Add your logo for extra impact.

**For Employees** Welcome new hires, celebrate work anniversaries, or just say "thank you" to your team.

**For Events** Conference gifts, client meetings, trade show giveaways. We can customize quantities and packaging.

[IMAGE: Corporate gift boxes with logo]

**Volume Discounts:** - 10-24 boxes: 10% off - 25-49 boxes: 15% off - 50+ boxes: 20% off + free customization

**Free Consultation** Not sure what to order? We'll help you choose the perfect gifts for your budget and audience.

Let's make Q1 memorable, Chocolat on James

**CTA Button:** Request Corporate Quote

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**Email 10: January 28 (Tuesday)**

**Customer Spotlight - Your Chocolate Stories**

**Subject Line:** Customer Spotlight: Your Chocolate Stories

**Preview Text:** Real stories from real chocolate lovers in Hamilton

---

Our favorite part of running Chocolat on James? Hearing YOUR stories.

Today, we're sharing some of our favorites from the past month.

**Your Stories:**

**"The Proposal Box"** "I hid the ring in a custom truffle box. She said yes before she even found it!" - Michael T.

**"Mom's Birthday Surprise"** "My mom thought she'd never taste good chocolate after her diabetes diagnosis. Your sugar-free truffles made her cry happy tears." - Sarah K.

**"Weekly Tradition"** "Every Friday, I pick up a new bar to try with my daughter. It's become our special thing." - Jennifer M.

[IMAGE: Customer photos with permission]

**Share Your Story** We'd love to hear how chocolate fits into your life. Reply to this email or tag us @chocolatonjames.

**Featured Customer Perk** Get featured in our newsletter and receive a free 6-piece truffle box.

Thank you for making us part of your moments, Chocolat on James

**CTA Button:** Share Your Story

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**Email 11: January 30 (Thursday)**

**New Arrival: Winter Truffle Collection**

**Subject Line:** New Arrival: Winter Truffle Collection Just Dropped

**Preview Text:** 8 new flavors inspired by the season - available now

---

Fresh from our kitchen to your hands.

**Introducing: Winter Truffle Collection**

Eight new flavors, each inspired by the tastes we crave when it's cold outside.

**The New Flavors:**

1. **Spiced Apple Cider** - Warm spices meet apple sweetness
2. **Toasted Marshmallow** - Campfire nostalgia in chocolate form
3. **Gingerbread** - Holiday cookies, reinvented
4. **Peppermint Bark** - Cool mint, crunchy bits
5. **Salted Maple** - Local maple with sea salt finish
6. **Dark Mocha** - Espresso lovers, this is yours
7. **Honey Lavender** - Floral, sweet, sophisticated
8. **Butter Pecan** - Classic comfort, elevated

[IMAGE: All 8 winter truffles]

**Try Them All** The Winter Truffle Flight includes all 8 flavors for \$32. Perfect for deciding your favorites.

Available in-store and online while supplies last.

Warm regards, Chocolat on James

**CTA Button:** Shop Winter Truffles

---

**Email 12: February 1 (Saturday)**

**Last Week of January - Month-End Flash Sale**

**Subject Line:** Flash Sale: 20% Off Everything - Today Only

**Preview Text:** January finale! 20% off sitewide ends at midnight

---

January is going out with a BANG.

**Today Only: 20% Off Everything**

Every bar. Every truffle. Every gift box. No exclusions. No minimum.

Use code JANUARYFINALE at checkout.

**Why Stock Up Now?**

- Valentine's Day is 2 weeks away
- Save on gifts for February birthdays

- Try those flavors you've been curious about
- Treat yourself before the month ends

[IMAGE: Store display with sale signs]

**Ends at Midnight** This is our biggest January sale ever. Once the clock strikes 12, it's over.

**Shop In-Store Too** Visit us at 265 James Street North. Sale applies to all in-store purchases.

Don't wait, Chocolat on James

**CTA Button:** Shop the Sale

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## February 2026 (16 Emails)

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### Email 13: February 3 (Tuesday)

#### Valentine's Gift Guide - Find the Perfect Match

**Subject Line:** Valentine's Gift Guide: Find the Perfect Match

**Preview Text:** Chocolate gifts for every type of Valentine - romantic, friends, and self-love

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Valentine's Day is 11 days away.

Whether you're shopping for a partner, friend, or yourself, we've got you covered.

#### Valentine's Gift Guide:

**For the Romantic** Heart-Shaped Truffle Box (12pc) - \$48 Our most popular Valentine's gift. Classic, elegant, delicious.

**For the Friend** "Galentine's" Sampler Box - \$32 Fun flavors, playful packaging, perfect for celebrating friendship.

**For Yourself** Self-Love Care Package - \$55 Truffles, hot chocolate, and a "treat yourself" card. Because you deserve it.

**For the Last-Minute Shopper** Digital Gift Card - \$25-100 Instant delivery, no shipping worries, they choose what they want.

[IMAGE: All Valentine's gift options]

**Don't Forget** Order by February 10 for guaranteed delivery. After that, we offer same-day local delivery and in-store pickup.

Find the perfect match, Chocolat on James

**CTA Button:** Shop Valentine's Collection

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### Email 14: February 5 (Thursday)

#### Heart-Shaped Truffle Collection Now Available

**Subject Line:** They're Here: Heart-Shaped Truffle Boxes

**Preview Text:** Our #1 Valentine's seller is back - and they go fast

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The wait is over.

## Heart-Shaped Truffle Boxes Are Here

These sell out every single year. Here's why:

### What Makes Them Special:

- Hand-decorated heart-shaped box
- 12 assorted truffles (our bestselling flavors)
- Ribbon and gift tag included
- Each truffle hand-dipped and decorated

[IMAGE: Heart-shaped box, open and closed]

**Available Sizes:** - 6-piece mini heart: \$28 - 12-piece classic heart: \$48 - 24-piece grand heart: \$85

**The Fine Print:** We make a limited number each day. Last year, we sold out 4 days before Valentine's Day. Don't wait.

**Already Know What You Want?** Add to cart now and choose your delivery date at checkout.

Love in every bite, Chocolat on James

**CTA Button:** Order Heart Box

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## Email 15: February 7 (Saturday)

### Valentine's Countdown - 2 Weeks to Go!

**Subject Line:** Valentine's Countdown: 1 Week Left to Order

**Preview Text:** Order this week for guaranteed delivery - here's what's trending

---

One week until Valentine's Day orders close for shipping.

(Don't worry - we'll have same-day delivery and pickup after that!)

### What's Trending This Year:

**#1 - Heart-Shaped Truffle Box (12pc)** Classic for a reason. Selling faster than last year.

**#2 - Couples Tasting Kit** New this year! Interactive experience for Valentine's night.

**#3 - "Love Notes" Collection** Romantic messages with each chocolate. Instagram favorite.

**#4 - Chocolate-Covered Strawberries** Pre-order only. Available for pickup Feb 13-14.

[IMAGE: Trending products collage]

**Important Dates:** - Feb 10: Last day to order for shipping - Feb 13-14: Same-day local delivery available  
- Feb 14: In-store pickup until 7 PM

Order this weekend and relax, Chocolat on James

**CTA Button:** Shop Now

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**Email 16: February 8 (Sunday)**

**Subscriber Exclusive: Early Access Valentine's Collection**

**Subject Line:** Exclusive: Early Access to Limited Valentine's Items

**Preview Text:** Email subscribers only - 24 hours before everyone else

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You're getting this because you're on our email list.

(And we appreciate you!)

**Exclusive Early Access:**

We just released three LIMITED EDITION Valentine's items. You get first dibs before we announce them on social media tomorrow.

**The Exclusives:**

**Champagne Truffle Heart (6pc) - \$38** Pink champagne ganache in white chocolate. Only 50 boxes made.

**"Will You Be My Valentine?" Box - \$42** Ask the question with chocolate. Includes custom message card.

**Aphrodisiac Collection - \$55** Chocolate with honey, chili, and other "romantic" ingredients. Wink wink.

[IMAGE: Three exclusive products]

**First Access = Best Selection** These typically sell out within 48 hours of public release.

Your exclusive link is below.

Sweet secrets, Chocolat on James

**CTA Button:** Shop Exclusives Now

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**Email 17: February 10 (Tuesday)**

**The History of Chocolate & Romance**

**Subject Line:** Why Do We Give Chocolate on Valentine's Day?

**Preview Text:** The surprising history of chocolate and romance - it's older than you think

---

Quick question: Why chocolate for Valentine's Day?

The answer goes back further than you'd expect.

**A Brief History:**

**The Aztecs (1400s)** They called chocolate "the food of the gods" and believed it was an aphrodisiac. Montezuma reportedly drank 50 cups a day.

**European Royalty (1600s)** When chocolate arrived in Europe, it was expensive and exotic - perfect for romantic gifts between nobility.

**Cadbury (1861)** Richard Cadbury created the first heart-shaped chocolate box. He was a marketing genius.

**Today** Over \$2 billion in chocolate is sold for Valentine's Day in North America alone.

[IMAGE: Vintage Valentine's chocolate advertisements]

**The Science of Love** Chocolate contains phenylethylamine - the same chemical your brain produces when you fall in love. So there might be something to those Aztec beliefs after all.

Now you know, Chocolat on James

P.S. Last day for shipping orders is TODAY. Order now!

**CTA Button:** Order for Valentine's

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**Email 18: February 12 (Thursday)**

**Last Chance for Valentine's Shipping**

**Subject Line:** LAST CALL: Valentine's Shipping Closes Tonight

**Preview Text:** Order by midnight for guaranteed delivery - or choose local pickup/delivery

---

This is it.

**Valentine's Shipping Closes at Midnight**

After tonight, we can't guarantee delivery by February 14 for shipped orders.

**What You Can Still Do:**

**Order for Shipping - By Midnight Tonight** Standard shipping will arrive Feb 13-14.

**Same-Day Local Delivery - Feb 13 & 14** Hamilton and surrounding areas. Order by 2 PM for same-day.

**In-Store Pickup - Feb 13 & 14** Order online, grab it when you want. Extended hours until 7 PM.

[IMAGE: Shipping boxes being packed]

**Our Promise:** Order by midnight tonight, and we guarantee your Valentine gets their chocolate on time.

Last call, Chocolat on James

**CTA Button:** Order Now

---

**Email 19: February 14 (Saturday)**

**Valentine's Weekend Prep - Gift Ideas by Price**

**Subject Line:** Valentine's Gift Ideas at Every Price Point

**Preview Text:** From \$15 to \$100+ - find the perfect gift for your budget

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Still shopping? We've got you.

Here's a quick guide organized by budget:

**Under \$25:** - Chocolate Bar Duo: \$18 - Single Truffle Box (6pc): \$22 - Hot Chocolate Gift Set: \$24

**\$25-50:** - Heart-Shaped Box (6pc): \$28 - "Love Notes" Collection: \$35 - Truffle Box (12pc): \$45

**\$50-75:** - Heart-Shaped Box (12pc): \$48 - Couples Tasting Kit: \$58 - Deluxe Gift Box: \$65

**\$75+:** - Grand Heart Box (24pc): \$85 - Ultimate Valentine's Package: \$110 - Custom Corporate Orders: Varies

[IMAGE: Products arranged by price]

**Same-Day Options:** - Local delivery (order by 2 PM) - In-store pickup (extended hours today) - Gift cards (instant digital delivery)

We're here for you, Chocolat on James

**CTA Button:** Shop by Price

---

**Email 20: February 15 (Sunday)**

**Happy Valentine's Day Weekend! In-Store Specials**

**Subject Line:** Happy Valentine's Day! We're Open with Special Hours

**Preview Text:** Visit us today for last-minute gifts and special treats

---

Happy Valentine's Day!

**We're open today with extended hours and special treats.**

**Today's Schedule:** - Open: 9 AM - 7 PM - Same-day local delivery: Order by 2 PM - Gift wrapping: Complimentary

**Valentine's Day Specials:**

**Free Truffle with Purchase** Spend \$40+, get a bonus "Love" truffle on us.

**Complimentary Gift Cards** Every purchase comes with a blank card for your message.

**Photo Opportunity** Our Valentine's display makes the perfect backdrop. Tag us @chocolatonjames!

[IMAGE: Valentine's Day store display]

**Out of Ideas?** Ask our staff. We've helped hundreds of people find the perfect gift. We're really good at this.

Happy Valentine's Day from all of us, Chocolat on James

**CTA Button:** Get Directions

---

**Email 21: February 17 (Tuesday)**

**Happy Valentine's Day! (Actual Day)**

**Subject Line:** Happy Valentine's Day from Chocolat on James

**Preview Text:** Thank you for letting us be part of your Valentine's celebrations

---

Happy Valentine's Day!

Today, thousands of your chocolates will be opened, shared, and enjoyed. That makes us incredibly happy.

**A Quick Thank You:**

Thank you for choosing us to be part of your Valentine's Day. Whether you:

- Surprised your partner
- Celebrated with friends
- Treated yourself (YES!)
- Sent a gift to someone far away

We're honored to be part of your story.

[IMAGE: Happy customers with Valentine's gifts]

**Didn't Get Chocolate?** Treat yourself! Self-love is love too. Use code TREATME15 for 15% off today only.

**Got Chocolate and Loved It?** Leave us a Google review! It helps other chocolate lovers find us.

With gratitude and sweetness, The Chocolat on James Team

**CTA Button:** Shop Self-Love Treats

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**Email 22: February 19 (Thursday)**

**Post-Valentine's Self-Love Sale - 20% Off**

**Subject Line:** Post-Valentine's Sale: 20% Off Everything

**Preview Text:** Valentine's is over - now it's YOUR turn. Stock up and save.

---

You made it through Valentine's Day.

Now treat yourself.

**Post-Valentine's Sale: 20% Off Everything**

All the chocolate you wanted but didn't get? Now's your chance.

**Sale Includes:** - All Valentine's Collection items - Regular truffle boxes - Chocolate bars - Hot chocolate - Gift boxes

Use code LOVEYOURSELF20 at checkout.

[IMAGE: Sale display]

**Why This Sale?**

Honestly? We have some leftover Valentine's stock and we'd rather you enjoy it at a discount than let it sit.

It's all made fresh. It's all delicious. It's just 20% cheaper.

Treat yourself, Chocolat on James

Sale ends February 24.

**CTA Button:** Shop the Sale

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**Email 23: February 21 (Saturday)**

**Weekend Clearance - Valentine's Collection**

**Subject Line:** Clearance Alert: Valentine's Items Up to 50% Off

**Preview Text:** Limited quantities at deep discounts - once they're gone, they're gone

---

Valentine's clearance is happening NOW.

**Up to 50% Off Valentine's Items**

These are the final Valentine's products. When they're gone, you'll have to wait until next year.

**Clearance Items:**

**Heart-Shaped Boxes** ~~\$48~~ Now \$29 (Limited sizes available)

**“Love Notes” Collection** ~~\$35~~ Now \$20 (Great for year-round gifting!)

**Champagne Truffles** ~~\$38~~ Now \$22 (Just 12 boxes left)

**Valentine’s Bar Collection** ~~\$24~~ Now \$15 (Mixed flavors)

[IMAGE: Clearance table]

**In-Store Pickup Recommended** These are selling fast. If you want guaranteed availability, visit us at 265 James Street North.

First come, first served, Chocolat on James

**CTA Button:** Shop Clearance

---

**Email 24: February 24 (Tuesday)**

**Thank You for a Record Valentine’s Week!**

**Subject Line:** THANK YOU for a Record Valentine’s Week!

**Preview Text:** You made this our biggest Valentine’s ever - here’s what’s next

---

We did it. Together.

**Our Biggest Valentine’s Ever**

The numbers are in: - 850+ heart boxes sold - 200+ same-day deliveries on Feb 14 - 4,000+ truffles hand-dipped - Hundreds of happy Valentines

**Thank You:**

To everyone who: - Pre-ordered early (you made our planning so much easier) - Chose local delivery (our drivers loved meeting you) - Picked up in-store (the conversations were the best part) - Left us reviews (they mean everything)

[IMAGE: Team photo with thank you sign]

**What’s Next:**

Now we shift focus to spring! Coming soon: - Easter Collection (preview in March) - Spring flavors (florals and fruits) - New hot chocolate flavors

**Stay Tuned** Big announcements coming in March. Make sure you’re opening these emails!

With gratitude, The Chocolat on James Team

**CTA Button:** Leave Us a Review

---

**Email 25: February 26 (Thursday)**

**March Preview - Spring Flavors Coming Soon**

**Subject Line:** Spring Preview: Fresh Flavors Arriving in March

**Preview Text:** After winter comfort comes spring brightness - here’s what’s coming

---

Goodbye, winter heaviness.

Hello, spring brightness.

### March Preview: Spring Collection

We're already working on our Spring Collection, and we're excited to share a sneak peek.

#### Coming in March:

**Citrus Burst Series** Blood orange, Meyer lemon, and grapefruit chocolates that taste like sunshine.

**Floral Notes Collection** Lavender, rose, and violet infusions. Delicate, sophisticated, Instagram-worthy.

**Easter Preview** Bunnies, eggs, and spring-themed gift boxes. More details coming soon!

[IMAGE: Spring chocolate teasers]

**Early Access Alert** As an email subscriber, you'll get first access to the Spring Collection before we announce it publicly.

Watch your inbox the first week of March.

Spring is coming, Chocolat on James

**CTA Button:** Shop Current Collection

---

### Email 26: February 28 (Saturday)

#### Leap Day Special / Winter Clearance

**Subject Line:** February Finale: End-of-Month Flash Sale

**Preview Text:** Last day of February! 25% off winter collection favorites

---

February is saying goodbye!

#### End-of-Month Flash Sale: 25% Off Winter Collection

This is your last chance to stock up on our winter flavors before we transition to spring.

#### Winter Collection - 25% Off:

- Chai Spice Truffles
- Maple Pecan Bark
- Hot Chocolate Bombs
- Espresso Caramel Cups
- Gingerbread Truffles

Use code WINTERFINALE at checkout.

[IMAGE: Winter collection spread]

#### Why Buy Now?

These flavors are being retired for the season. Once March hits, they're gone until November.

If you have a favorite, stock up. They last 2-3 months when stored properly.

**Today Only** Sale ends at midnight. Don't miss your last chance.

See you in spring, Chocolat on James

**CTA Button:** Shop Winter Sale

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## March 2026 (12 Emails)

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**Email 27: March 3 (Tuesday)**

**Spring Has Sprung - Lighter, Brighter Flavors**

**Subject Line:** Spring Collection Is Here - Lighter, Brighter Flavors

**Preview Text:** Fresh citrus, delicate florals, and flavors that taste like spring

---

Happy March!

Winter is (finally) losing its grip, and our Spring Collection is here to celebrate.

**Introducing: Spring 2026 Collection**

Light, bright, and bursting with fresh flavors.

**New This Season:**

**Citrus Burst Collection** - Blood Orange Dark Chocolate - Meyer Lemon White Chocolate - Grapefruit Milk Chocolate

**Floral Notes Collection** - Lavender Honey - Rose Petal - Violet Cream

**Spring Classics** - Strawberry Fields - Raspberry Rose - Passion Fruit

[IMAGE: Spring Collection display]

**Spring Tasting Flight** Try all 9 new flavors for \$38. Perfect for finding your new favorites.

Welcome to spring, Chocolat on James

**CTA Button:** Shop Spring Collection

---

**Email 28: March 5 (Thursday)**

**New: Citrus & Floral Truffle Collection**

**Subject Line:** NEW: Citrus & Floral Truffles Just Arrived

**Preview Text:** Taste spring in every bite - 6 new flavors now available

---

They're here!

Our most requested spring flavors have arrived.

**Citrus & Floral Truffle Collection**

**The Citrus Trio:**

**Blood Orange (Dark Chocolate)** Bittersweet chocolate meets tangy citrus. Complex and sophisticated.

**Meyer Lemon (White Chocolate)** Bright, zesty, and surprisingly not too sweet. A staff favorite.

**Grapefruit (Milk Chocolate)** Pink grapefruit ganache with a candied peel garnish.

**The Floral Trio:**



**Lavender Honey** Local honey and French lavender in milk chocolate. Calming and sweet.

**Rose Petal** Turkish rose water in dark chocolate. Exotic and romantic.

**Violet Cream** Subtle violet in white chocolate. Floral without being perfume-y.

[IMAGE: All six truffles displayed]

**Try the Complete Set** Citrus & Floral Box (6pc) - \$32 One of each truffle in a spring-themed box.

Fresh flavors await, Chocolat on James

**CTA Button:** Shop Citrus & Floral

---

**Email 29: March 7 (Saturday)**

**Women's History Month - Women in Chocolate**

**Subject Line:** Women's History Month: Celebrating Women in Chocolate

**Preview Text:** The women who shaped chocolate history - and our shop

---

March is Women's History Month.

Let's celebrate the women who made chocolate what it is today.

**Women Who Shaped Chocolate:**

**Mayan Women (Ancient Times)** The original chocolate makers. Women ground cacao and prepared chocolate drinks for royalty and ceremonies.

**Anne of Austria (1615)** Brought chocolate from Spain to France, making it fashionable in European courts.

**Ghirardelli Women (1890s)** After the founder's death, his wife and daughter-in-law kept the company running and thriving.

**Modern Female Chocolatiers** Today, women lead some of the world's most innovative chocolate companies.

[IMAGE: Historical chocolate images and modern female chocolatiers]

**Our Team** Chocolat on James is proud to have a team that's 70% women - from our chocolatiers to our sales staff.

**Support Women-Owned** This month, we're donating 5% of sales to Women's Enterprise Centre Hamilton.

Here's to the women, Chocolat on James

**CTA Button:** Shop & Support

---

**Email 30: March 10 (Tuesday)**

**Easter Preview - Order Early for Best Selection**

**Subject Line:** Easter Preview: Order Early for Best Selection

**Preview Text:** Bunnies, eggs, and spring treats - here's what's coming for Easter

---

Easter is April 5 this year.

Which means it's time to preview our Easter Collection!

### **Easter Collection Preview:**

**Chocolate Bunnies** - Milk chocolate bunny (solid): \$18 - Dark chocolate bunny (hollow): \$22 - White chocolate bunny: \$18

**Easter Eggs** - Filled eggs (caramel, PB, coconut): \$6 each - Solid chocolate eggs (various sizes): \$8-25 - Decorated eggs: \$15

**Gift Boxes** - Easter Basket Box: \$45 - Spring Celebration Box: \$55 - Kids' Easter Box: \$28

[IMAGE: Easter Collection preview]

### **Why Order Early?**

1. Best selection (bunnies sell out first)
2. Custom orders need 2 weeks lead time
3. Avoid the Easter rush
4. Early bird discount: 10% off with code EASTERBIRD

Pre-orders open March 15.

Hop to it, Chocolat on James

**CTA Button:** See Full Collection

---

### **Email 31: March 12 (Thursday)**

#### **Spring Pairing Guide - Chocolate + Wine + Cheese**

**Subject Line:** Spring Pairing Guide: Chocolate + Wine + Cheese

**Preview Text:** Host the perfect spring gathering with our pairing recommendations

---

Planning a spring gathering?

We've created the ultimate pairing guide for chocolate, wine, and cheese.

### **The Perfect Spring Pairings:**

**Light & Fresh Pairing:** - Chocolate: Meyer Lemon Truffle - Wine: Prosecco or Sauvignon Blanc - Cheese: Fresh goat cheese

**Floral & Elegant Pairing:** - Chocolate: Lavender Honey Truffle - Wine: Moscato or Gewürztraminer - Cheese: Brie

**Bold & Complex Pairing:** - Chocolate: Blood Orange Dark Truffle - Wine: Pinot Noir or Merlot - Cheese: Aged cheddar

[IMAGE: Pairing board setup]

### **Hosting Tips:**

1. Start with lighter pairings, end with darker
2. Serve chocolate at room temperature
3. Have palate cleansers (bread, crackers)
4. Small portions - quality over quantity

**Get the Party Started** Our Spring Pairing Box includes 12 truffles chosen specifically for pairing.  
Host like a pro, Chocolat on James  
**CTA Button:** Shop Pairing Box

---

**Email 32: March 14 (Saturday)**

**St. Patrick's Day Special - Mint Chocolate Collection**

**Subject Line:** St. Patrick's Day: Mint Chocolate Collection

**Preview Text:** Get lucky with our mint chocolate favorites - this weekend only

---

Happy St. Patrick's Day Weekend!

We're celebrating with our favorite green-inspired treat: MINT CHOCOLATE.

**Mint Chocolate Collection:**

**Mint Truffle (Dark Chocolate)** Cool peppermint ganache in dark chocolate. Classic.

**Thin Mint Bar** Our take on the beloved cookie. Crispy and refreshing.

**Grasshopper Truffle** Creme de menthe meets chocolate. Adults only!

**Mint Chip Bark** Crushed peppermint and chocolate chips in milk chocolate.

[IMAGE: Mint chocolate collection on green backdrop]

**St. Patrick's Day Special** Buy any 3 mint items, get 1 free!

Use code LUCKYMINT at checkout.

**This Weekend Only** March 14-17. Perfect for parties, gifts, or lucky snacking.

May your chocolate be minty, Chocolat on James

**CTA Button:** Shop Mint Collection

---

**Email 33: March 17 (Tuesday)**

**How We Source Our Cocoa - Bean to Bar Story**

**Subject Line:** From Bean to Bar: How We Source Our Chocolate

**Preview Text:** The journey your chocolate takes from farm to our shop

---

Ever wondered where your chocolate comes from?

Today, we're sharing our sourcing story.

**From Farm to Shop:**

**The Farms** We work with cocoa farms in Ecuador, Peru, and Ghana. These farms prioritize quality beans and fair labor practices.

**The Producers** Our chocolate is made by craft producers who specialize in small-batch, single-origin chocolate. We taste dozens of samples before choosing.

**Quality Standards** We look for: - Smooth texture - Complex flavor notes - Ethical sourcing - Sustainable practices

**Our Commitment** We pay above-market prices to ensure farmers are fairly compensated. It costs more, but it tastes better and feels right.

[IMAGE: Cocoa farm and bean processing]

**Taste the Difference** Our Single-Origin Collection features chocolates from specific regions, each with distinct flavor profiles.

Sourced with care, Chocolat on James

**CTA Button:** Shop Single-Origin

---

**Email 34: March 19 (Thursday)**

**Easter Collection Full Launch - Hop to It!**

**Subject Line:** Easter Collection NOW AVAILABLE - Hop to It!

**Preview Text:** Bunnies, eggs, baskets - everything you need for Easter is here

---

It's officially Easter season!

**Easter Collection Is Live**

Everything you need for Easter gifting, baskets, and treats.

**Bestsellers Already Selling Fast:**

**Solid Milk Chocolate Bunny - \$18** Our #1 Easter seller. 6 inches of solid milk chocolate.

**Easter Egg Trio - \$15** Caramel, peanut butter, and coconut filled eggs.

**Easter Basket Box - \$45** An entire Easter basket in a box: bunny, eggs, and truffles.

**Build-Your-Own Basket** We have everything you need. Individual bunnies, eggs, and treats.

[IMAGE: Full Easter Collection display]

**Important Dates:** - Order by March 30 for shipping - Same-day delivery available April 4-5 - Extended hours Easter weekend

Don't wait - these sell out!

Hop hop, Chocolat on James

**CTA Button:** Shop Easter Collection

---

**Email 35: March 21 (Saturday)**

**Corporate Easter Gifts - Deadline Approaching**

**Subject Line:** Corporate Easter Orders: Deadline March 28

**Preview Text:** Client and employee Easter gifts - order this week for guaranteed delivery

---

Corporate friends, this is your reminder.

### **Easter Corporate Gifting Deadline: March 28**

If you want branded Easter gifts for clients or employees, you need to order THIS WEEK.

#### **Popular Corporate Choices:**

**Client Appreciation Box - \$55** Premium truffles and Easter treats in a branded box. Add your logo or custom card.

**Employee Gift Set - \$35** Budget-friendly option with bunny, eggs, and spring truffles. Branded ribbon available.

**Bulk Easter Eggs - \$4.50 each (min 25)** Individual wrapped eggs with your logo sticker. Perfect for desk drops.

[IMAGE: Corporate Easter gift options]

**Volume Discounts:** - 10-24 gifts: 10% off - 25-49 gifts: 15% off - 50+ gifts: 20% off + free branding

**Deadline Alert** Orders placed after March 28 cannot guarantee Easter delivery.

Don't miss this opportunity, Chocolat on James

**CTA Button:** Request Corporate Quote

---

### **Email 36: March 24 (Tuesday)**

#### **White Chocolate: Is It Really Chocolate?**

**Subject Line:** Is White Chocolate Actually Chocolate? The Truth

**Preview Text:** The debate ends here - plus why quality white chocolate is worth it

---

“White chocolate isn't real chocolate.”

You've probably heard this. But is it true?

**The Short Answer:** It depends who you ask.

**The Technical Answer:** White chocolate contains cocoa butter (fat from cocoa beans) but no cocoa solids (the brown part).

Some say: “No cocoa solids = not chocolate.” Others say: “Cocoa butter = chocolate.”

**The Chocolat on James Answer:** Good white chocolate is absolutely worth eating. Cheap white chocolate is just sugar and fat.

#### **What Makes Quality White Chocolate:**

- High cocoa butter percentage (32%+)
- Real vanilla (not vanillin)
- Rich, creamy flavor
- Smooth melt

[IMAGE: White chocolate products]

**Try the Good Stuff** Our white chocolate is made with 34% cocoa butter and Madagascar vanilla. It's the real deal.

Decide for yourself, Chocolat on James

**CTA Button:** Shop White Chocolate

---

**Email 37: March 26 (Thursday)**

**Spring Cleaning Your Pantry - Chocolate Storage Refresh**

**Subject Line:** Chocolate Storage Tips: Spring Cleaning Edition

**Preview Text:** Is your chocolate stash still good? Here's how to tell (and store it right)

---

Spring cleaning time!

Let's talk about that chocolate stash you've been ignoring.

**Chocolate Storage Spring Cleaning:**

**Check Your Stash:** Look for: - White spots (sugar bloom) - still safe, just cosmetic - Gray streaks (fat bloom) - still safe, texture may be off - Off smells - this is a bad sign - Hard/crumby texture - past its prime

**Proper Storage Reminder:**

**DO:** - Store at 65-68°F - Keep in airtight container - Away from strong smells - Dark place preferred

**DON'T:** - Refrigerate (unless necessary) - Store near spices or coffee - Leave in direct sunlight - Keep near heat sources

[IMAGE: Organized chocolate pantry]

**How Long Does Chocolate Last?** - Dark: 2 years - Milk: 1 year - White: 6-8 months - Truffles: 2-3 weeks

Time to restock? Chocolat on James

**CTA Button:** Shop Fresh Chocolate

---

**Email 38: March 28 (Saturday)**

**Easter Week Countdown - Last Shipping Date Friday**

**Subject Line:** Easter Week Countdown: Order by Monday for Shipping

**Preview Text:** Easter is ONE WEEK away - here's your ordering timeline

---

Easter is April 5.

That's ONE WEEK from tomorrow.

**Your Easter Ordering Timeline:**

**Monday, March 30** Last day to order for standard shipping.

**Wednesday, April 1** Last day for express shipping.

**Friday, April 4** Same-day local delivery available (order by 2 PM).

**Saturday, April 5 (Easter)** In-store pickup until 3 PM. Same-day delivery until noon.

[IMAGE: Calendar with marked dates]

**What's Selling Fast:** 1. Solid chocolate bunnies - 70% sold 2. Easter Basket Box - 60% sold 3. Filled eggs - 50% sold

**Don't Wait** If you want specific items, order now. Once we sell out, that's it.

Hop to it, Chocolat on James

**CTA Button:** Order Easter Now

---

## April 2026 (12 Emails)

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### Email 39: April 2 (Thursday)

#### Easter Gift Guide - Ideas for Every Basket

**Subject Line:** Easter Gift Guide: Ideas for Every Basket

**Preview Text:** Kids, adults, baskets, and more - find the perfect Easter chocolate

---

Easter is Sunday!

Still need gifts? We've got you covered.

#### Easter Gift Guide:

**For Kids:** - Milk Chocolate Bunny: \$18 - Filled Egg Trio: \$15 - Kids' Easter Box: \$28

**For Adults:** - Dark Chocolate Bunny: \$22 - Spring Truffle Box: \$45 - Champagne Eggs: \$18

**For Easter Baskets:** - Basket Filler Assortment: \$35 - Mini Eggs (bag of 12): \$12 - Chocolate Carrots (set of 6): \$15

**For the Host:** - Spring Celebration Box: \$55 - Thank You Truffles: \$32

[IMAGE: All Easter gift options]

**Last-Minute Options:** - Same-day local delivery (order by 2 PM Friday/Saturday) - In-store pickup (extended hours Saturday)

Hop to it! Chocolat on James

**CTA Button:** Shop Easter Gifts

---

### Email 40: April 4 (Saturday)

#### Easter Weekend In-Store Events

**Subject Line:** Easter Weekend: In-Store Events & Extended Hours

**Preview Text:** Free tastings, gift wrapping, and Easter fun at our shop

---

Happy Easter Weekend!

#### Join us in-store for Easter celebrations:

**Saturday, April 4:** - Extended hours: 9 AM - 6 PM - Free spring truffle samples - Same-day delivery available until 4 PM - Complimentary gift wrapping

**Sunday, April 5 (Easter):** - Special hours: 10 AM - 3 PM - Last-minute shopping welcome - Free hot chocolate samples - Photo opportunity with Easter display

[IMAGE: Easter store setup]

**Same-Day Delivery** Need delivery today? Order by 4 PM for evening delivery in Hamilton.

**Find Us:** 265 James Street North (Between Cannon and Barton)

**Parking:** Free parking behind the building on weekends

See you soon, Chocolat on James

**CTA Button:** Get Directions

---

**Email 41: April 7 (Tuesday)**

**Post-Easter Thank You + Spring Forward Sale**

**Subject Line:** THANK YOU + Post-Easter Sale: 25% Off

**Preview Text:** You made this our best Easter ever! Now enjoy 25% off spring favorites

---

WOW.

**You made this our best Easter ever!**

Thank you to everyone who: - Pre-ordered bunnies - Picked up baskets - Chose same-day delivery - Visited us Easter weekend

We're so grateful for your support.

**Post-Easter Celebration: 25% Off**

To say thank you, everything spring-related is 25% off this week.

**Sale Includes:** - Spring Truffle Collection - Citrus & Floral Boxes - Easter items (while supplies last) - All chocolate bars

Use code SPRINGTHANKS at checkout.

[IMAGE: Happy customers from Easter weekend]

**Sale Ends April 13**

With gratitude, The Chocolat on James Team

**CTA Button:** Shop the Sale

---

**Email 42: April 9 (Thursday)**

**April Showers, Chocolate Powers - Rainy Day Treats**

**Subject Line:** April Showers, Chocolate Powers

**Preview Text:** Rainy day comfort: hot chocolate, truffles, and cozy treats

---

Rain, rain, don't go away.

It's the perfect excuse to stay in and enjoy some chocolate.

**Rainy Day Treats:**



**Hot Chocolate Collection** Our signature mix in three flavors: - Classic Dark - Salted Caramel - Mexican Spice

Just add hot milk and a cozy blanket.

**Comfort Truffles** For those days when you need a pick-me-up: - Salted Caramel - Peanut Butter - Espresso

**Baking Chocolate** Stuck inside? Bake something delicious: - Chocolate chips - Cocoa powder - Baking bars

[IMAGE: Cozy rainy day scene with hot chocolate]

**Free Shipping This Week** Orders over \$35 ship free. Stay dry.

Embrace the rain, Chocolat on James

**CTA Button:** Shop Comfort Treats

---

**Email 43: April 11 (Saturday)**

**Staff Picks for April - Our Team's Favorites**

**Subject Line:** Staff Picks: What We're Eating This Month

**Preview Text:** Personal recommendations from our chocolatiers and sales team

---

Want to know what WE eat?

Here are our team's personal favorites this month.

**April Staff Picks:**

**Sarah (Head Chocolatier):** "Lavender Honey Truffle. I made this recipe and I still can't stop eating them."

**James (Assistant Chocolatier):** "Blood Orange Dark Bar. That bitter-sweet citrus note is perfect for spring."

**Maria (Sales Manager):** "The Spring Pairing Box. I've been hosting wine nights and it's a hit every time."

**Tom (Delivery Driver):** "Hot Chocolate Mix. I start every shift with a cup. Even in April."

**Alex (Weekend Staff):** "Meyer Lemon Truffles. They're like sunshine in chocolate form."

[IMAGE: Team photos with their picks]

**Try Our Picks** Staff Picks Box (10pc) - \$42 One of each recommended item.

From our team to you, Chocolat on James

**CTA Button:** Shop Staff Picks

---

**Email 44: April 14 (Tuesday)**

**Mother's Day Early Bird - Pre-Order Now, Save 15%**

**Subject Line:** Mother's Day: Pre-Order Now, Save 15%

**Preview Text:** Mother's Day is May 10 - get ahead and save with early ordering

---

Mother's Day is 4 weeks away.

Get ahead of the rush and save.

**Mother's Day Early Bird: 15% Off Pre-Orders**

Order by April 30 and save 15% on any Mother's Day gift.

**Perfect for Mom:**

**Elegant Truffle Box (12pc) - \$55** ~~\$48 with code~~ Our most popular Mother's Day gift. Beautiful presentation.

**Spa & Chocolate Set - \$65** ~~\$55 with code~~ Truffles paired with local lavender bath products.

**Tea & Truffles - \$48** ~~\$41 with code~~ Assorted truffles with premium loose-leaf tea.

**Custom Box - From \$35** Build exactly what Mom loves. We'll make it beautiful.

[IMAGE: Mother's Day gift options]

**Use Code MOMBIRD at Checkout**

Don't wait until the last minute, Chocolat on James

**CTA Button:** Pre-Order for Mom

---

**Email 45: April 16 (Thursday)**

**Chocolate Allergies & Alternatives - A Complete Guide**

**Subject Line:** Chocolate Allergies? We Have Options

**Preview Text:** Dairy-free, nut-free, gluten-free - chocolate everyone can enjoy

---

"Can I eat chocolate with my allergy?"

The answer is usually YES. Let us help.

**Allergy-Friendly Chocolate Guide:**

**Dairy-Free Options:** All our dark chocolate (70%+) is naturally dairy-free. Plus: - Coconut milk truffles  
- Fruit-filled chocolates - Pure dark bars

**Nut-Free Options:** We have a dedicated nut-free production time: - Classic truffles - Caramel chocolates  
- Fruit-flavored items

**Gluten-Free Options:** Most of our chocolates are naturally gluten-free: - All plain bars - Most truffles -  
Filled chocolates

[IMAGE: Allergy-friendly product display]

**Important Note:** Our kitchen processes tree nuts and dairy. While we take precautions, we cannot guarantee zero cross-contamination. Please contact us if you have severe allergies.

**Questions?** Email us at [info@chocolatonjames.com](mailto:info@chocolatonjames.com) with your specific needs. We're happy to help.

Chocolate for everyone, Chocolat on James

**CTA Button:** Shop Allergy-Friendly

---

**Email 46: April 18 (Saturday)**

**James Street North Art Crawl - Spring Edition**

**Subject Line:** Art Crawl Tonight! Spring Edition

**Preview Text:** Extended hours, free samples, and Art Crawl exclusive flavors

---

Spring Art Crawl is HERE!

Join us tonight on James Street North.

**Art Crawl Specials:**

**Tonight Only:** - Extended hours until 10 PM - Free spring truffle samples - Art Crawl exclusive: Rhubarb & Ginger Truffle - 10% off for Art Crawl visitors (mention this email)

**What to Expect:** It's one of the year's best crawls. The weather's warming up, everyone's happy to be outside, and James Street is alive with art, music, and food.

[IMAGE: James Street Art Crawl scene]

**Find Us:** 265 James Street North (Look for the chocolate smell)

**Pro Tip:** We're at the north end - start here and work your way down, or end here for a sweet finish.

See you tonight, Chocolat on James

**CTA Button:** Get Directions

---

**Email 47: April 21 (Tuesday)**

**Hamilton Local Spotlight - Our Favorite Partners**

**Subject Line:** Hamilton Love: Our Favorite Local Partners

**Preview Text:** The Hamilton businesses we love working with - and why

---

We love Hamilton.

Today, we're shouting out some of our favorite local partners.

**Hamilton Businesses We Love:**

**Grain & Grit Beer Co.** We use their stout in our Chocolate Stout Truffles. The partnership just made sense.

**Detour Coffee** The espresso in our Mocha Truffles comes from right here in Hamilton.

**Lake Erie Lavender** Our lavender honey truffles feature their beautiful local lavender.

**Humble Bread** Their sourdough + our chocolate = the best toast in Hamilton.

[IMAGE: Partner business logos/photos]

**Why Local?**

It's simple: - Better quality - Fresher ingredients - Money stays in Hamilton - We all grow together

**Support Local** Next time you visit, ask us about our local partnerships. We love talking about them.

Hamilton proud, Chocolat on James

**CTA Button:** Visit Our Partners

---

**Email 48: April 23 (Thursday)**

**The Science of Chocolate - Why It Makes Us Happy**

**Subject Line:** The Science of Why Chocolate Makes You Happy

**Preview Text:** It's not just delicious - there's actual science behind the joy

---

You know chocolate makes you happy.

But do you know WHY?

**The Science of Chocolate Happiness:**

**Theobromine** A mild stimulant that improves mood and alertness. It's why you feel energized after eating chocolate.

**Phenylethylamine (PEA)** The "love drug." Your brain produces this when you fall in love. Chocolate triggers the same response.

**Anandamide** Named after the Sanskrit word for "bliss." This compound binds to the same brain receptors as cannabis.

**Serotonin** Chocolate triggers serotonin release - your brain's "happy hormone."

**Tryptophan** The amino acid your body uses to make serotonin. Also found in turkey (hello, Thanksgiving naps).

[IMAGE: Brain/chocolate scientific infographic]

**The Verdict:** Chocolate isn't just delicious - it's biochemically engineered to make you happy.

So go ahead. It's science.

Happiness delivered, Chocolat on James

**CTA Button:** Shop Happy Chocolate

---

**Email 49: April 25 (Saturday)**

**Last Week for Mother's Day Early Bird**

**Subject Line:** Last Week: Mother's Day Early Bird Ends April 30

**Preview Text:** 15% off Mother's Day gifts - but only until Thursday

---

Reminder: Early Bird pricing ends this week.

**Mother's Day Early Bird: 15% Off** Use code MOMBIRD by April 30.

**Still Available:**

**Most Popular - Elegant Truffle Box** ~~\$55~~ \$47 with code Our bestselling Mother's Day gift.

**New This Year - Brunch Box** ~~\$58~~ \$49 with code Champagne truffles, orange chocolate, and coffee truffles.

**Always a Hit - Spa & Chocolate Set** ~~\$65~~ \$55 with code Chocolate + local lavender products.

[IMAGE: Mother's Day bestsellers]

**Why Pre-Order?**

1. Save 15% (obviously)
2. Guaranteed availability
3. Choose your delivery date
4. Beat the Mother's Day rush

After April 30, prices go back to normal and popular items start selling out.

Don't wait, Chocolat on James

**CTA Button:** Pre-Order Now

---

**Email 50: April 27 (Tuesday)**

**Mother's Day Gift Sets - Something for Every Mom**

**Subject Line:** Mother's Day Gift Sets for Every Type of Mom

**Preview Text:** Classic mom, foodie mom, self-care mom - we have her gift

---

Mother's Day is May 10.

Not sure what to get? We've organized by Mom type.

**Find Your Mom:**

**The Classic Mom** Elegant Truffle Box (12pc) - \$55 Beautiful presentation, timeless flavors. She'll love it.

**The Foodie Mom** Tasting Flight & Pairing Guide - \$48 For moms who want to experience, not just eat.

**The Self-Care Mom** Spa & Chocolate Set - \$65 Truffles + local lavender bath products.

**The Coffee Mom** Coffee & Chocolate Pairing Box - \$42 Mocha truffles + espresso beans + dark chocolate.

**The Busy Mom** Monthly Subscription (3 months) - \$120 Keep the chocolate coming all summer.

[IMAGE: All gift set options]

**Add a Personal Touch** All gifts include a blank card for your message. Make it count!

Find her perfect gift, Chocolat on James

**CTA Button:** Shop by Mom Type

---

**Email 51: April 30 (Thursday)**

**Last Day for Mother's Day Early Bird Pricing**

**Subject Line:** LAST DAY: Mother's Day Early Bird Ends Tonight

**Preview Text:** 15% off ends at midnight - don't miss out

---

This is it.

**Mother's Day Early Bird Ends at Midnight**

After tonight, prices go back to normal and we can't guarantee availability on popular items.

**Last Chance for 15% Off:**

Use code MOMBIRD at checkout.

### Top Sellers (While They Last):

1. Elegant Truffle Box - \$47 (reg \$55)
2. Spa & Chocolate Set - \$55 (reg \$65)
3. Tea & Truffles - \$41 (reg \$48)

[IMAGE: Countdown clock visual]

**After Tonight:** - Full price on all Mother's Day items - No guarantee on popular items - Higher shipping demand closer to May 10

You've been warned, Chocolat on James

**CTA Button:** Get 15% Off Now

---

### Email 52: May 2 (Saturday)

#### Spring Chocolate Flavors: What's New This Season

**Subject Line:** What's New This Spring - Fresh Flavors Just Launched

**Preview Text:** Seasonal specialties and limited-time spring treats

---

Can you believe it's already May?

Here's what's new in our spring lineup.

#### New Spring Arrivals:

**Strawberry Balsamic Truffle** Fresh strawberry meets aged balsamic. Trust us - it works.

**Rhubarb & Ginger Bar** Tart rhubarb + spicy ginger in white chocolate. Very spring.

**Honey Bee Collection** Three honey-infused truffles featuring local Hamilton honey.

**Spring Garden Box** Our entire spring collection in one box. 12 seasonal flavors.

[IMAGE: New spring products]

**Limited Time Only** These flavors are available through June. After that, we move to summer.

**What's Coming Next:** - Mother's Day specials - Summer preview (ice cream chocolate!) - Father's Day collection

Spring is in full swing, Chocolat on James

**CTA Button:** Shop Spring Flavors

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### Document Summary

**Total Emails:** 52 - January: 12 emails - February: 16 emails - March: 12 emails - April: 12 emails

**Email Types Included:** - Promotional (sales, discounts) - Educational (tips, history, science) - Product launches (new items) - Event-based (Art Crawl, holidays) - Community (customer stories, partners) - Seasonal campaigns (Valentine's, Easter, Mother's Day)

**Ready to Use:** Copy these templates directly into your email platform. Customize images, links, and specific details as needed.

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**Document Status:** Complete **Next Phase:** May-August 2026 templates **Last Updated:** November 2025