

Oakland Magazine

WANDA HENNIG: DINING OUT

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Chocolate a Moo Moo

It's not quite Charlie and the Chocolate Factory, but when a longtime chocolatier named Charles (better known as Chuck) has a 4000-square-foot chocolate factory and opens a retail store and café with a view into the candy kitchen, it's difficult not to think of Willie Wonka.

Chuck Siegel founded Charles Chocolates in San Francisco in 2004. In October 2005 he moved the chocolate factory to Emeryville. On Valentine's Day this year, he opened a retail store at his factory location; and in April, he followed up with a café serving hot chocolate, ice cream, pastries and Oakland-produced Bluebottle Coffee. Siegel, who hails from Flint, Mich., and lives in San Francisco, is a self-taught chocolatier who made his first foray into the candy business with Attivo Confections in Emeryville in 1987. This Easy Bay Willie Wonka has assorted Charles Chocolates selections available at 400 locations nationwide, including Whole Foods. *Charles Chocolates Retail Store, 6529 Hollis St.; open daily 11am-7pm.; (510)652-4412; www.charleschocolates.com*