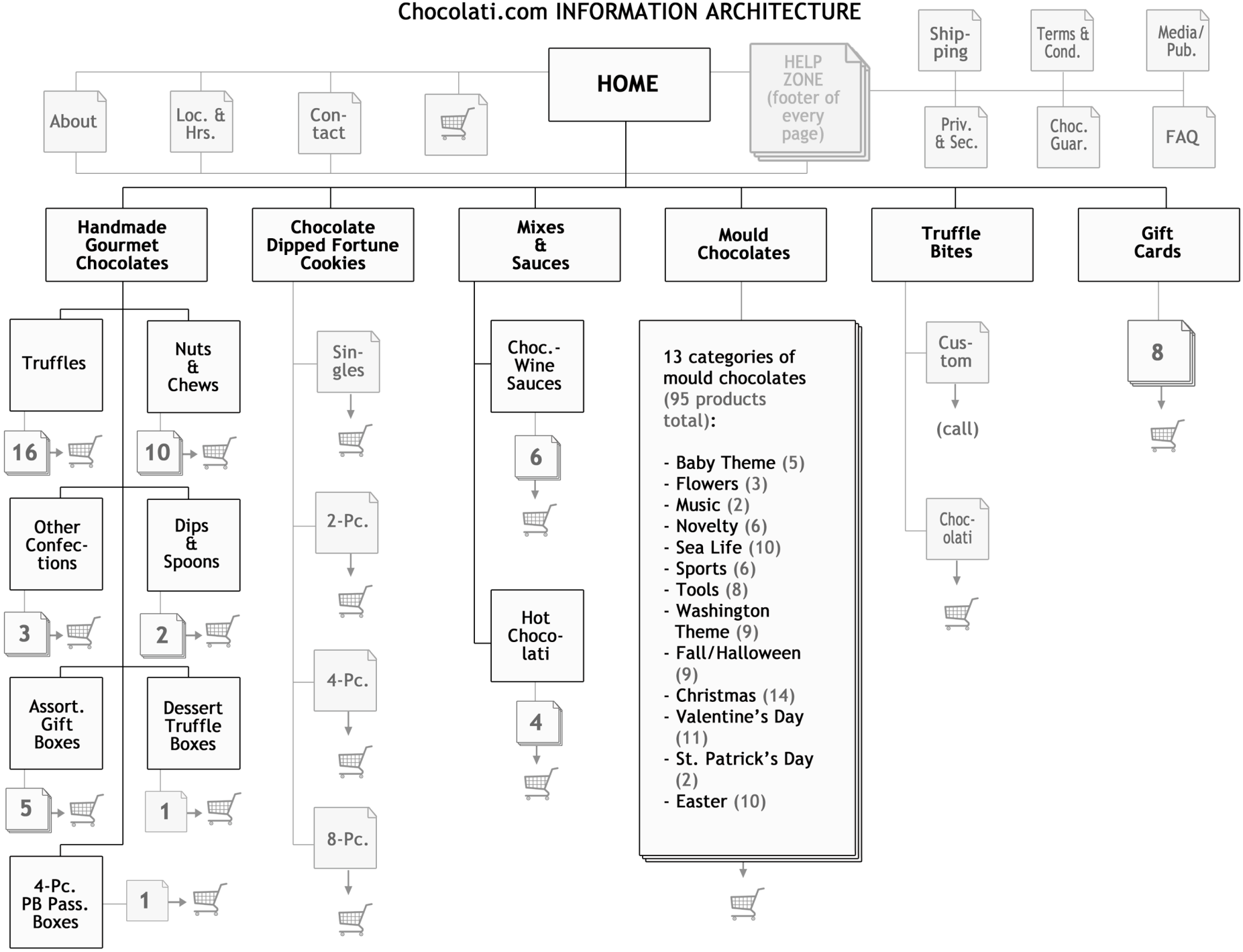Chocolati.com INFORMATION ARCHITECTURE