Divine Chocolate Supplies Award-Winning Bar To The Co-operative's Truly Irresistible Chocolate Range

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The Co-operative's Truly Irresistible Fairtrade Ghanaian Milk Chocolate with Toffee and Sea Salt has won a top Q Food Award at this year's ceremony which took place on 7th November. Divine Chocolate is delighted to have supplied this very popular delicious product, made with the "best-of-the-best" Fairtrade cocoa from the farmers in Ghana who own the Divine company.

Celebrating Britain's greatest food and drink producers from around the country, the prestigious Quality Food Awards 2013 attracted over 1200 entrants and the UK's leading supermarkets, and recognise food and drink products on sale in UK grocery outlets, rewarding great flavours, high-quality ingredients, excellent value and outstanding packaging.

Divine has worked together with The Co-operative for over 10 years, a collaboration which was responsible for the first ever conversion of a whole own-label sector to Fairtrade back in 2002. The Co-operative has visited Kuapa Kokoo, the farmers' cooperative that owns 45% of Divine Chocolate, on many occasions and has formed a close bond and donated to schools and other projects run by the farmers.

Divine currently supplies six lines of The Co-operative's Truly Irresistible bar range.

- Ends -

For further information please contact Charlotte Borger on charlotte@divinechocolate.com

Editors notes
Visit The Co-operative at
www.co-operativefood.co.uk
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Divine Chocolate Ltd is the only Fairtrade chocolate company that is also co-owned by cocoa farmers. Kuapa Kokoo, a co-operative of 65,000 cocoa farmers in Ghana, benefit not only from the Fairtrade premium on the sale of their beans, but also receive a 45% share of Divine's distributable profits giving the farmers more economic stability, as well as the increased influence in the cocoa industry company-ownership brings

Divine also recently won two Great Taste Awards for its 70% Dark Chocolate with Chilli & Orange bar, and Divine's After Dinner Ginger Thins

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All Divine products carry the Fairtrade Mark. This is an independent guarantee certified by the Fairtrade Foundation that the ingredients are sourced under internationally agreed fair trade terms and conditions. These include a guaranteed, secure minimum price, an extra social premium payment for the farmers to invest in their own community programmes, long term trading contracts, decent health and safety conditions - all aimed at empowering farmers to make their own improvements to living standards and prospects for the future

The UK chocolate market alone is worth approximately £3.98 billion a year (Mintel, 2012): if Fairtrade products can capture even a small proportion of that market, producers in developing countries gain real benefits.

For further details about the Q Food Awards visit http://www.qualityfoodawards.com

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