# Divine Headlines At Camp Kerala

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Divine Chocolate, the farmer-owned chocolate company, will be the chocolate of choice at this year's Camp Kerala. Celebrating their 10 year anniversary this month, this is the first time the luxury camping site will have a chocolate partner.

Guests staying at Camp Kerala will find a special 40g version of Divine's 70% Dark Chocolate with Raspberry in their bespoke Shikar tents every day, as well as being able to take their pick from the full 100g bar range around the campsite and in their picnic bags each day. Guests will also be served a delicious triple chocolate brownie made by Divine Chocolate in the boutique campsite's restaurant.

Camp Kerala is renowned for its chilled out atmosphere, providing guests with gourmet food, exquisite cocktails and spa treatments; elevating the experience of the festival to the next level.

**ENDS**

For more information please contact Charlotte Borger onCharlotte@divinechocolate.com

**Editor's notes**

**For more information about Camp Kerala visitwww.campkerala.com/camp-kerala**

**About Divine Chocolate**

- Divine Chocolate is made with the finest quality Fairtrade cocoa beans from Kuapa Kokoo, a co-operative of smallholder farmers in Ghana. The cocoa is grown in the shade of the tropical rainforest, and slowly fermented and dried in the sun by the farmers, who take great pride in the chocolate company they co-own.

- Keep up to date with Divine online:
  - Everything you need to know about Divine:www.divinechocolate.com
  - For the online shop: www.divinechocolate.com/shop
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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 80,000 cocoa farmers in Ghana, benefit not only from the Fairtrade premium on the sale of their beans, but also receive a 44% 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

- 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.

- Divine Chocolate has won a number of prestigious awards, most recently Divine's 38% Milk Chocolate with Toffee & Sea Salt was voted the "UK's Favourite Fairtrade Product" in a public poll by the Fairtrade Foundation. Divine was also voted Social Enterprise of the year 2014 and won the Guardian sustainable business award 2015. Others include Good Housekeeping's Favourite Fairtrade Product 2008; Best FoodBrand in the SHE magazine Ethical Awards 2007; and Best Buy in Ethical Consumer magazine 2009. Divine Chocolate Ltd was awarded Best Social Enterprise 2007 at the Enterprising Solutions awards run by the Office of the Third Sector and The Observer Best EthicalBusiness 2008. Divines Dark Chocolate After Dinner Ginger Thins and 70% Dark Chocolate with Chilli and Orange were both awarded one star by the Guild of Fine

Food at the Great Taste Awards 2013. Divine has been voted a Cool Brand 2013-14.

## Company Contact:

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