Two New Limited Edition Flavours For Christmas From Divine Chocolate

Tuesday 22 July, 2014

Divine Chocolate is delighted to announce two brand new limited edition additions to their range of 100g bars especially for Christmas. The Divine Dark Chocolate with Pear & Ginger and the Milk Chocolate with Spiced Toffee Apple have been created especially for the festive period and will be available from Ethical Superstore, Oxfam and independent retailers. RRP £2:49

Made with the 'best of the best' Fairtrade cocoa from Kuapa Kokoo in Ghana, the co-operative that owns 45% of Divine, Divine has brought together its rich velvety dark chocolate with juicy pieces of pear plus a kick of natural ginger oil while festive spiced apple and crunchy toffee pieces make a perfect Christmassy addition to Divine's seriously smooth milk chocolate. The bars come wrapped in jewel colours of dark purple and pink, decorated with gold adinkras, making them a very attractive gift for Christmas.

These new limited edition flavours are the latest in a series of very successful and distinctive flavour combinations such as Dark chocolate with Mango and Coconut, Milk Chocolate with Toffee & Sea Salt, and Dark Chocolate with Raspberries.

Divine's Communications Director Charlotte Borger says: "Divine has a great reputation for bringing together great combinations of ingredients and these two new flavours are no exception. They look beautiful too, so we're offering something to please all the senses!"

The limited edition bars add to Divine's successful Christmas range which includes the Advent Calendar, with a new beautiful illustration each year, Dark, Milk and White Chocolate Christmas stars, After Dinner Mint and Ginger Thins, the popular Dark Chocolate and Milk Chocolate Coins and milk Chocolate Festive Shapes; another new addition to the range this year.

Ends

For further information and images please contact Lisa Storey on lisa@divinechocolate.com

Editor's notes

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.

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

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.

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Divine has won critical acclaim which includes:

o Lorraine Pascale says: "I often use Divine's chocolate in my recipes as it tastes great and it's good to know that I'm playing my part in a more equitable trading partnership"

o Mary Berry says "A chocolate for all chocolate enthusiasts. Cooking, melting or just enjoying Divine Chocolate is just that"

o Charles Campion, Food Critic for the The Independent says: "…for a really good balance between price and performance look out for Divine's Fairtrade 70% dark chocolate – very fruity, with a good texture and a long finish".

o Sara Jayne-Stanes, chocolate expert and founder member of the Academy of Chocolate says of Divine's 70% bar, "a mouthful of intense, very smooth, delectable chocolate … Divine is in a league of its own".

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