

Press release

VIVANI ORGANIC CHOCOLATE

The land of precious cacao

New VIVANI "Single Origin" series with fine cacao from Peru

[Herford, January 2019] In addition to Ecuador, the Dominican Republic and Panama, Herford-based organic chocolate company EcoFinia is now adding another exciting cacao land to its VIVANI Single Origin series: Peru. The new range is being launched with two dark chocolate varieties that are both full of character: "Superior Dark 89% Cacao" and "Superior Dark Ginger Turmeric". The new bars will be available to buy from organic and wholefood shops from March.

No two cacaos taste the same. You don't actually need to be a chocolate connoisseur to taste the difference; all you need to do is try the pure dark VIVANI Single Origin chocolates one after another. You will soon come to notice that cacao from Peru has a different flavour. It is fruity yet characteristically bitter. A unique taste that has seen cacao from Peru achieve global renown.

»**Superior Dark 89% Cacao from Peru**«

80 g EcoPack | vegan | RRP €2.29

89% characteristically fruity fine Criollo cacao from the Peruvian Andes. Sweetened with high-quality coconut blossom sugar.

»**Superior Dark Ginger Turmeric**«

80 g EcoPack | vegan | RRP €2.29

Superior dark Peruvian chocolate refined with ground turmeric and deliciously tangy ginger pieces. Sweetened with coconut blossom sugar.



Note: The new varieties come in environmentally friendly packaging (EcoPack), as is standard for VIVANI. The packaging is printed with inks that are free from mineral oils and the chocolate is produced in climate-neutral processes. For more information about sustainable packaging, please visit vivani.de/en/sustainable-packaging/

Alpacas, the Andes and the art of chocolate The secrets behind Peruvian cacao

Peru has an ancient relationship with cacao. The South American country is regarded as one of the most important cacao-producing countries: it is home to 60% of the world-famous cacao varieties. It has been one of the largest cacao producers in South America since the 19th century. Over 70.000 metric tonnes of cacao are produced in Peru every year. Peru is also one of the countries in the world with the greatest biological diversity. The special character of the soil, the botanic abundance and the special climate in the valleys and on the slopes of the Andes all lend the different cacao varieties their own unique fruity and bitter taste, with exciting notes of aromatic nuts and dried fruit. Peru cacao has become famous across the world for these characteristic flavours and has attracted the attention of the finest chocolatiers in the world. In addition to Criollo "fine flavour cacao" - the official name for fine cocoa - the most important cacao varieties include Trinitario, Forastero and the "white cacao" Piura.



VIVANI TASTING RECOMMENDATION

A journey of discovery through the chocolate of Latin America

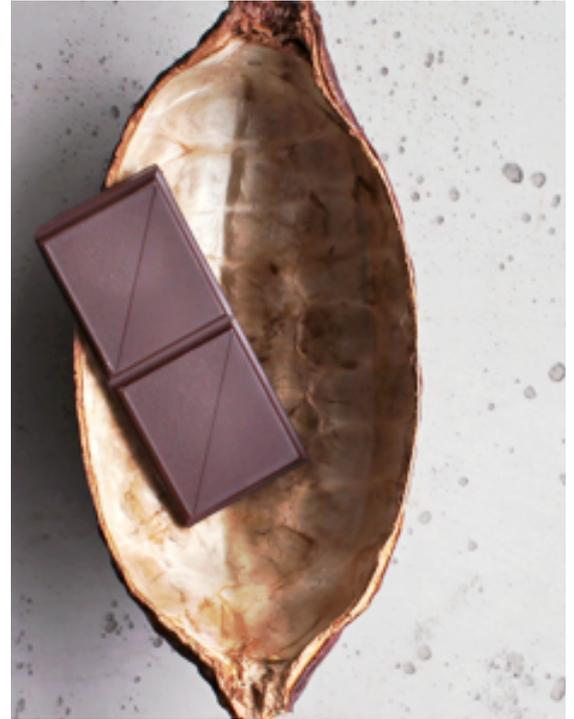
The varieties:

1. "Fine Dark Chocolate 85% Cacao" Origin: Dominican Republic
2. "Fine Dark Chocolate 75% Cacao" Origin: Panama
3. "Superior Dark Chocolate 70% Cacao" Origin: Ecuador
4. "Superior Dark Chocolate 89% Cacao" Origin: Peru

Despite the varying levels of cacao, you will discover some amazing differences in flavour!

The tasting:

Note down the order of the varieties listed above. Place the first piece of chocolate in your mouth and allow it to slowly melt on your tongue. Notice the flavours developing during this process. What can you taste? Which flavours only reveal themselves in the aftertaste? Allow the taste of the chocolate to linger and gradually fade. Then rinse your mouth with water. Repeat the process with the other chocolates. Once you have tried all the of the chocolates, choose your favourite and, in doing so, your preferred origin country for cacao.



About EcoFinia GmbH / VIVANI:

The traditional Weinrich chocolate factory in the East Westphalian town of Herford - a family-owned company, with a history spanning some 120 years – is the parent company and production partner of EcoFinia GmbH. Only select raw materials from controlled organic cultivation are used in the production of VIVANI chocolate. No emulsifiers or artificial additives are used. With over fifty chocolate products, the VIVANI brand has successfully established itself within the organic and wholefood market since it was founded in 2000. It is now exported to over fifty countries across the world.

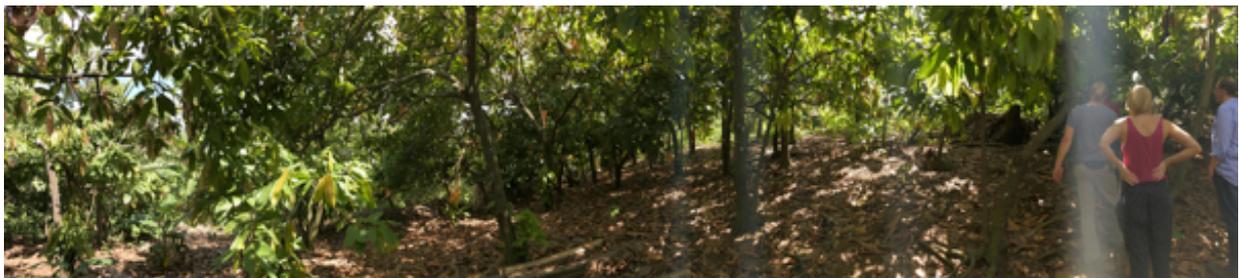
DOWNLOAD PRESS MATERIALS: <https://vivani.de/presse/> (© EcoFinia GmbH, VIVANI)

Press contact

EcoFinia GmbH - Press Office
ASP: Alexander Kuhlmann
Universitätsstr. 60 | 44789 Bochum
Tel.: 0234-544493-60 | Fax: 0234-544493-61
Email: kuhlmann@ecofinia.de

Websites

www.vivani.de
www.bioschokolade.de (online store)
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Out and about in the cocoa forest - EcoFinia staff go on a journey of discovery

