

Press release
VIVANI ORGANIC CHOCOLATE

VIVANI launches first own cocoa project

Gourmet salt chocolate bars to be released in March

[Herford, February 2021] EcoFinia - the company behind VIVANI chocolate is launching its own "Direct Trade" project for highly sustainable and fairly produced cocoa in the Dominican Republic. The aim: to make lasting improvements to cocoa farming in the region. The cocoa from the project will also be used in two new Gourmet Salt chocolate bars, which are being presented for the first time as part of the latest BIOFACH eSPECIAL.

"The majority of the organic cocoa that we use in our VIVANI and iChoc brands has been sourced from the Dominican Republic for many years now. Organic cocoa production is very well-established there and the quality of the cocoa beans is exceptional" says VIVANI founder and managing director of EcoFinia, Andreas Meyer, explaining why he chose the location. For this project, he has combined forces with his production partner – the Weinrich chocolate factory in Herford – and the Dominican Republic-based foundation FUPAROCA Inc. to improve the living conditions of the 150 cocoa-producing families (initially) in the eastern region of the Dominican Republic. The project was officially launched in October 2020 and is intended to last many years. The "Direct Trade" cocoa from this project will gradually be incorporated into the production of all VIVANI chocolate.

Full transparency and better living conditions

In addition to the complete traceability of the cocoa right back to the farms themselves, the **"Sustainable Organic Cocoa Project"** (the official project name) also aims to increase the yield of crops and the biodiversity on the farms, to improve access to drinking water and to pay additional premiums. Specialist training will improve the farmers' knowledge of the specific requirements of organic farming as well as "Good Agricultural Practices". This will in turn allow them to increase their income and improve their living conditions over the long term. The project also aims to inspire future generations to get involved in the farming of high-quality organic cocoa.

"The children of the farming families will only see a future in cocoa farming if it is possible to earn good money through the work. Otherwise, one day they will move away to a large city in search of work", says Andreas Meyer.



EcoFinia and Weinrich employees during one of the many visits to the FUPAROCA farming families. © EcoFinia GmbH

FUPAROCA spokesman José Camilo also has high hopes for the co-operation: *"It is extremely important to establishing a direct relationship between the cocoa producers who work with FUPAROCA and chocolate companies like Weinrich and EcoFinia. This type of initiative cements the obligation that we all have to farm responsibly and to contribute to a supply of high-quality, sustainable cocoa. The project facilitates better, more direct communication, transparency and monitoring."* The non-profit organisation FUPAROCA was founded in 2001 with the aim of promoting organic farming and agroforestry, and to improve the living standards of the cocoa farmers working with FUPAROCA.

For more information about the project launch, please visit the VIVANI website:
<https://vivani.de/en/vivani-cocoa-project-started/>

New VIVANI varieties - like a day by the sea

With its two new vegan dark chocolate bars, "Mallorca Salt" and "Mallorca Salted Caramel", VIVANI is taking its customers on a culinary journey of discovery to the Balearic Islands and, more specifically, to the beautiful Playa d'Es Trenc beach. This beach is home to the gourmet salt known as **Flor de Sal**, which lends the two new products their unmistakable character. The sea salt, which is harvested in the traditional way from the pools of seawater and crystallised into beautiful crystals, is a popular speciality from the Balearic Islands thanks to its unique flavour.

As is always the case with VIVANI, all of the ingredients are 100% organic. The chocolate bars are eco-friendly and come in plastic-free packaging. Both bars are being presented to the wider public as part of this year's BIOFACH eSPECIAL. They will be available to buy from wholefood stores for €2.49/80 g from March.

"Dark Mallorca Fleur de Sel"

75% Panama cocoa | vegan | with coconut blossom sugar

Fine 75% dark chocolate with crunchy sea-salt crystals. Naturally sweetened with coconut blossom sugar.

"Dark Caramel Mallorca Fleur de Sel"

62% Santo Domingo cocoa | vegan

Caramel, salt and chocolate – a combination that promises complex flavours and true indulgence. The delightful contrast between the salty and sweet flavours really comes to the fore in this aromatic 62% dark chocolate, containing organic cocoa from the Dominican Republic. Crunchy caramel crisps meet hand-harvested salt crystals.



Cocoa

More than "just" organic

All of the cocoa used by EcoFinia GmbH to produce its VIVANI and iChoc chocolate is now certified in line with additional sustainability standards. The "Rainforest Alliance" seal (RAC) guarantees extra social securities to the cocoa farmers and increases a commitment to fair conditions when it comes to the origin of the cocoa. You can find more detailed information here: <https://vivani.de/en/ourenqagement/fair-prices/>

DOWNLOAD PRESS MATERIALS: <https://vivani.de/en/service-2/press/> (© EcoFinia GmbH, VIVANI)

Press contact

EcoFinia GmbH - Press Office
Contact person: Alexander Kuhlmann
Universitätsstr. 60 | D-44789 Bochum
Email: kuhlmann@ecofinia.de

Websites

<https://vivani.de/en/>
www.bioschokolade.de (online store)

facebook.com/Vivani.finestchocolate
www.instagram.com/vivani_chocolate/