

News release September 2018

## **DIVINE CHOCOLATE ACQUIRES STAKE IN FAIRTRADE MARKET IN SWEDEN**

Divine Chocolate Limited, the international Fairtrade company owned by cocoa farmers, is delighted to announce it has acquired the assets of one of the pioneering Fairtrade companies in Sweden, The House of Fair Trade. In Sweden the company ownership will now be Divine Chocolate Scandinavia AB.

In August 2018 Divine Chocolate purchased the assets of The House of Fair Trade. The company, based in Gothenburg, has distributed Divine Chocolate in Sweden for the last 15 years. Telling the inspirational story of Divine, and the co-operative of cocoa farmers in Ghana who own the biggest share of the business, they have grown Divine's sales across Sweden and helped to establish the Divine brand in the Scandinavian market.

Sophi Tranchell, Group CEO of Divine Chocolate says: "Working with The House of Fair Trade, we look forward to building Divine's presence in Sweden and the rest of Scandinavia where Fairtrade continues to grow in popularity."

The House of Fair Trade is a member and one of the founders of the World Fair Trade Organisation (WFTO) and the new acquisition coincides with a new [Fair Trade Charter](#), developed by the WFTO in partnership with Fairtrade International, which will be launched this month, detailing the positive impact of Fair Trade on producers and craft artisans around the world to date, updating their policies, and detailing their joint ambitions and targets for the future.

Sophi Tranchell adds: "We are pleased to be supporting both Fairtrade producers, and WFTO artisan members, at a time when these two major international organisations are reaffirming and updating their commitments to fairer trade for the future and closely aligning their ambitions to meeting the UN's Sustainable Development Goals."

The company that became The House of Fair Trade was first established in 1969 to sell an attractive range of Fair Trade handicrafts supporting artisan producers in a number of different countries worldwide. Divine is committed to continuing the company's mission, selling products from artisan suppliers which are all members of the WFTO, which ensures a sustainable income as well as labour and environmental standards, as do Divine Chocolate products, which all are Fairtrade certified.

Ends

For further information please contact Charlotte Borger on [charlotteb@divinechocolate.com](mailto:charlotteb@divinechocolate.com) or Zoe Hall on [zoe@divinechocolate.com](mailto:zoe@divinechocolate.com)

Editors notes:

- Divine Chocolate is the only Fairtrade chocolate company that is also co-owned by cocoa farmers. Kuapa Kokoo, a co-operative of over 85,000 cocoa farmers in Ghana, benefit not only from the Fairtrade premium on the sale of their beans, but also receive the largest share (44%) of Divine's distributed profits giving the farmers more economic

stability, as well as the increased influence in the cocoa industry that company ownership brings. [www.divinechocolate.com](http://www.divinechocolate.com)

- The House of Fair Trade was originally set up as Alternative Handel in 1969. For more about The House of Fair Trade, its mission, and artisan partners and products visit <http://housefairtrade.se/>
- In 2016/17 the Fairtrade markets in Sweden and Norway grew by 29% and 10% respectively. The Swedish Fairtrade market was worth £305.5m and the Norwegian market £78.6m (Source: Fairtrade International Annual Report)
- The Fair Trade Charter will be launched on 25<sup>th</sup> September, the 3<sup>rd</sup> anniversary of the launch of the UN's Sustainable Development Goals (SDGs). This is an update of the original Charter published in 2009. <https://wfto.com/events/fair-trade-charter-launch>
- For more details about the UN's Sustainable Development Goals visit [www.un.org/sustainabledevelopment/sustainable-development-goals/](http://www.un.org/sustainabledevelopment/sustainable-development-goals/)
- Divine Chocolate has won a series of top awards for social enterprise. Most recently the company was a Sunday Times SME Export Track 100 winner.
- Divine Chocolate is a certified BCorp – joining the growing worldwide movement of over 2,000 companies working to make business a force for good.
- Divine Chocolate is based in the UK and USA, and is sold in UK, USA, Canada, Sweden, Norway, Denmark, Netherlands, Czech Republic, Turkey, South Korea, Japan, China and Australia.