

Press release
VIVANI organic chocolate

Panama tastes so good

We are expanding the VIVANI coconut sugar range with two new single-origin chocolate bars

[Herford, 27th January 2015] It all started with a high-percentage dark chocolate, which was soon followed by the 'dark milk' bar. And now, the VIVANI single-origin chocolate range is about to get bigger, with a double-bill of new products. What makes this prized range so special? We use the finest cocoa from Panama, and add nectar from coconut flowers as a sweetener. Both of these special raw ingredients can also be found in our new 'Smooth Milk (37% cocoa)' and 'Fine Dark (75% cocoa)' bars, which will be available in organic shops from March.

The allure of coconut sugar

Coconut sugar, especially the highest quality organic coconut sugar, is a real rarity amongst natural sweeteners. It is extracted from the nectar of coconut palm flowers, and undergoes no subsequent refining. As a result, the precious contents of the nectar, including vitamins, minerals and antioxidants are preserved. What's more, coconut nectar is suitable for diabetics, as it has a low glycaemic index of 32. In addition to being healthier than other sweeteners, coconut sugar also has its own distinct taste, reminiscent of delicious caramel. The use of these natural sweeteners in chocolate is still fairly uncommon, which is what makes VIVANI chocolate so unique.

The new products in the range:

»**Smooth Milk Chocolate (37% cocoa)**« | 80 g | RRP €2.19
Deliciously smooth milk chocolate with its own distinct light, malty taste.

»**Fine Dark Chocolate (75% cocoa)**« | 80 g | RRP €2.19
A bitter, yet mild dark chocolate, with coconut sugar to add a certain something!

Existing products in the Panama coconut sugar range:

»**Fine Dark Chocolate (92% cocoa)** « | 80 g | RRP €2.19
The finest high-percentage dark chocolate. A VIVANI best-seller.

»**Dark Milk (50% cocoa)**« | 80 g | RRP €2.19
A balancing act between dark and milk chocolate, a sublime melt-in-the mouth sensation.

Panama: the mysterious cocoa country

Panama, a narrow country, so distinctive in appearance on a map, a fragile bridge between Central and South America. Some might say that compared to its bigger brothers, Peru and Ecuador, it is more of a cocoa province than a cocoa country. But perhaps that is not doing it justice. The small-holder farming cooperative COCABO, found in the west of the country, is the first and largest cooperative in Panama, with around 1.500 members. But also in other regions of the country, farmers dedicate themselves to the cultivation of cocoa, for instance on the Bocas del Toro islands. There, the farmers are nearly all indigenous and have dedicated their whole life to organic cocoa farming. A sustainable, careful approach to nature is part of their traditional culture and is reflected in their farming and harvesting methods. Trademark of this special "island cocoa" is its mild taste, which makes it exceedingly interesting for the delicacies' series by VIVANI. The interplay of the fruity cocoa notes with the smooth sweetness of the coconut nectar makes the collection to a real favourite among chocolate gourmets.



About VIVANI:

VIVANI organic chocolate is manufactured in the Weinrich chocolate factory, a factory that is steeped in tradition and located in Herford, East Westphalia. Only selected, certified organic, raw materials are used in the manufacturing process and we consciously abstain from using emulsifiers or artificial flavourings. Since the launch of the brand in 2000, we have successfully launched over fifty different chocolate products onto the shelves of organic and health food shops.

Weblinks

Website: www.vivani-schokolade.de
Online shop: www.bioschokolade.de
Facebook: [facebook.com/Vivani.finestchocolate](https://www.facebook.com/Vivani.finestchocolate)

February trade shows

BIOFACH2015 into organic BioFach, Nürnberg
11th-14th February 2015 | **Hall 7, Stand 7-130a**

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