



EcoFinia press-release:

Organic chocolate – the recipe for success

VIVANI has been delighting chocolate lovers for over thirteen years



[13.02.2013] We had one idea at the start: to produce high-quality chocolate solely with organic ingredients. VIVANI presented its wares to a larger public for the first time at the BioFach in the year 2000. Since then the brand has established itself as a firm part of the organic chocolate market, much to the delight of gourmets and chocolate lovers.

Premium-quality as principle

VIVANI's range of flavours – from classic to innovatory – has been growing from year to year and now comprises a huge number of different flavoured bars, drinking chocolate, espresso dragees and our own nut and nougat spread. EcoFinia GmbH is now thirteen years old. It is the spiritual father of VIVANI, and has now spread beyond the boundaries of organic foods. "iChoc" was launched at BioFach 2010. The iChoc range of bars will not be marketed solely in organic food outlets but will also be retailed in school kiosks and the like. The same basic principles that made VIVANI great also apply to iChoc: top quality outside and inside.

Art for all senses

"VIVANI is a sensual pleasure, iChoc is pure lifestyle" says Andreas Meyer, founder and CEO of EcoFinia GmbH. For the VIVANI range of delights he has been working for years with the artist Annette Wessel from Castrop-Rauxel to ensure that each particular flavour gets its own individually designed wrapping. Andreas Meyer sees this symbiosis as the expression of a very particular philosophy of life: "For me chocolate is a part of culture. Our artistic wrappings underline the sensual nature of our products. There are many facets to the enjoyment of chocolate. What it tastes like – what it smells like and what it looks like all have to come together in harmony". Success has proved him right. For the last twelve years VIVANI has succeeded in winning over thousands of enthusiastic chocolate lovers.

Best recipes, awarded chocolates

Since it came into existence VIVANI has been continually winning awards and prizes. These include the "Best of Bio" award, a huge number of gold medals at the DLG Quality Test awards and the "Sales Hit of the Year" at BioFach. "Quality pays off", says the qualified nutrition expert. "All the ingredients we use have to satisfy our high standards and, in addition, guarantee the continuance of a healthy form of agriculture in the countries from which we draw our ingredients", explains Meyer. For its products VIVANI uses exclusively 100% organic ingredients from certified organic producers – without any extra emulsifiers. VIVANI's partner in producing its high-quality chocolates is the Weinrich chocolate factory in Herford, which can look back on a rich tradition of sweetmaking dating back over a century. Nowadays VIVANI makes up an important part of the products manufactured there.

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