coles

MEDIA RELEASE

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Coles expands Fairtrade® chocolate range

From June 2009, Coles' supermarkets will expand its selection of block chocolate to include the Cocolo range of Premium Organic Fairtrade® chocolate. Cocolo is made by the finest chocolate makers in Switzerland, and is wholly Australian owned.

Cocolo Premium Organic 70% chocolate will be available in all Coles' supermarkets Australia-wide. Cocolo Organic Milk, Organic Dark Mint and Dark Orange will be available in 705 stores nationwide.

Two Cocolo varieties have been available in approximately 70 Coles supermarkets in New South Wales for some time. Now, all Coles shoppers will be able to delight in the chocolate that received equal first place in the lay person's taste-test of 70% dark chocolate, conducted by CHOICE Online in November 2008.

Coles General Manager Grocery Cameron Trainor said, "Many consumers are increasingly making purchasing decisions based on ethical concerns. Through Cocolo, Coles is able to offer a high quality Fairtrade option for customers that complements our existing confectionery range."

Cocolo sources its Organic Fairtrade® ingredients from the best of the cocoa rich regions of Bolivia, Costa Rica and the Dominican Republic. Through its certification process, Fairtrade® guarantees that the cocoa farmers who work as part of a democratically run cooperative enjoy a fair price for their crop.

Fairtrade® participation also fosters investment in sustainable cocoa farming and production practices.

World Vision chief executive Tim Costello applauded the announcement.

"Fairtrade chocolate makes a meaningful difference to cocoa farmers in developing countries. It guarantees fair pricing and safe labour practices," he said

"By making Fairtrade chocolate available in all of their stores, Coles has shown a real commitment to making ethical purchasing an option for their shoppers. Coles should be congratulated for their leadership on this."

Natasha Lewis, Founder, and former Chair of the Fairtrade® Association of Australia and New Zealand, started Cocolo in 2004 with her brother Jason Lewis, seeing a real need in the Australian market for an excellent quality chocolate that was produced ethically and sustainably.

"We wanted chocolate lovers everywhere to enjoy a premium product without any of the

guilt. At Cocolo, we know that quality and sustainability start with the producer - if growers can't afford the basic necessities, like food, clean water and healthcare for their children, then we can't expect them to worry about the environment, or to be able to invest in improving the quality of their produce".

Further information,

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