

## VIVANI launches its first Demeter chocolates

### Three organic “Bean-to-Bar” varieties from an own Demeter cocoa project

[Bochum, Germany, August 2023] Demeter is the oldest growers association in Germany and also happens to be the one with the strictest rules. The pioneering international label has stood for a vibrant, circular economy since 1924 and has strict criteria and inspections to ensure healthy, organic farming. From September, three brand-new VIVANI chocolate bars will become the first from the brand to bear the Demeter label, with one of these representing a true innovation. With these products, VIVANI enhances its standing as one of the most consistent companies in the German organic chocolate market.

*"We have always considered ourselves to be in an ongoing process. We don't rest on our laurels and congratulate ourselves on what we have achieved so far. After switching to more eco-friendly packaging and launching our own direct cocoa project in the Dominican Republic, the first Demeter chocolate bars in our range represent another important step towards living up to our claim of being a trusted ethical brand",* explains Gerrit Wiezoreck, Managing Director of Bochum-based EcoFinia GmbH. *"These chocolates also make us the first company to offer high-quality Demeter chocolates for less than 3 euro in German organic stores and supermarkets. By doing so, we are making Demeter-standard chocolate accessible to more people",* continues Wiezoreck.



In order to receive the Demeter label, EcoFinia had to work closely with its cocoa partner in the Dominican Republic to ensure that the 3 cocoa fincas met Demeter's high standards. The Demeter guidelines view a farm as a living organism, which can sustain itself independently. Based on the idea of a healthy, natural circular economy, organic fertilisers and supplements produced on the farm - for example from manure, plants and minerals - are used to create highly fertile soil. In order to achieve these objectives, organic livestock farming has been integrated onto the fincas (with cows, chickens and geese, etc.) and holistic closed-loop composting has been established, using materials such as deadwood, leaves, humus and animal dung. Harvest cycles have also been brought into line with the natural patterns of the sun and moon.

Like existing VIVANI products, the new Demeter chocolates will also be certified in line with EU regulations on organic farming to guarantee the highest possible eco standards. The origins of the Demeter cacao are, of course, 100% traceable. When it comes to producing the chocolate, the cacao is processed "Bean-to-Bar". That means: the whole process – from the roasting of the cocoa beans onwards – in EcoFinia's partner chocolate factory. A key quality marker for chocolate lovers.

In order to differentiate the Demeter chocolate products from the rest of the range, a different material has been chosen for the packaging. The artistic, experiential chocolate bars are wrapped in a fine paper rather than in cardboard. The paintings have again been created by VIVANI's main artist, Annette Wessel.

## A look at the range:

»**Blood Orange Superior Dark**« | 90 g | RRP €2.99  
**100% Santo Domingo Fine Cacao | Vegan | Demeter | Bean-to-Bar**

Pure cacao indulgence with ingredients sourced solely from the cocoa bean: cocoa mass, cocoa butter and cocoa powder, with no added sugar, for the very best sugar-free nutrition. A tiny drop of blood orange essential oil adds a fine fruity note to complement the bold cacao flavours.

»**Superior Dark Chocolate 80% Cacao**« | 90 g | RRP €2.99  
**Santo Domingo Fine Cacao | Vegan | Demeter | Bean-to-Bar**

A bold cacao flavour meets subtle sweetness. This fine dark chocolate features 80% Dominican cacao and is a real highlight for anyone who loves pure, dark chocolate with its unmistakable cocoa flavours.

»**Dark Milk**« | 90 g | RRP €2.99  
**Santo Domingo Fine Cacao | Demeter | Bean-to-Bar**

The extraordinary composition of the "Dark Milk" bar is a real **innovation**. Featuring a high cocoa content of 70%, this milk chocolate bar offers a fascinating taste experience for fans of both milk and dark chocolate. Smooth and creamy, and with a low sugar content compared to conventional milk chocolate.



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