

Divine Nationwide

Sampling Divine

How many ways can you experience Divine? Even within the realms of decency we hope we have only just begun to delight UK chocolate lovers with an endless variety of Divine treats! Over the course of the year, in addition to Fairtrade Fortnight, we organise a programme of sampling opportunities, reaching different audiences in different contexts, and wherever possible engaging with people and hearing their views on the chocolate and Fairtrade. This face-to-face approach continues to be vital to understand our audience, as it is clear from research that the overlap between ethical consumers and chocolate lovers is a highly diverse and changing market. We also hope that this way our own passion continues to come across and inspire new devotees.



In November 2005 we took part again in Chocolate Week along with some of the most premium chocolate companies and retailers in the UK.

Chocolate Week is a nationwide celebration of good chocolate - and we take that concept seriously, arranging Divine on top restaurant menus, Divine in gorgeous cakes, Divine in chic hotel cocktails, Divine to be won in competitions, and Divine tastings everywhere.

We reached a very receptive and literary sort of crowd at the Hay Festival in May. This year Dubble was there to add a chocolatey theme to Fairtrade workshops for kids, while Divine was available to sample and buy in between readings and book signings. In summer we attended the Christian Greenbelt and New Wine festivals for the first time - both incredibly well attended with crowds of all ages ready to both support Fairtrade and enjoy the chocolate - especially when it came flowing out of a great big chocolate fountain.

Divine Poetry Competition

The Divine Poetry Competition, our annual collaboration with our supporting partner Christian Aid, is now eagerly anticipated by schools, colleges and youth groups across the UK, with whole school years regularly entering, and teachers emailing, anxious to hear about the winners. This year the theme was 'What would a Divine future look like?' Encouraged to remember the ideals shared in the lead up to the G8, budding poets were asked to capture in verse their own image of a fairer world and how it could happen. Top childrens' author Jacqueline Wilson was our star judge, and enthusiastically read through and discussed the final shortlist, before picking the winners. As always the entries - almost 3,000 - gave us an amazing snapshot of how young people are grasping the concept of fairer trade and becoming boldly articulate in their desire to see change happen.



Jacqueline Wilson

The winning poem in the 12-15 age group

A DIVINE VISION FOR THE FUTURE

*The urge is too hard to fight,
Just want one more bite,
Don't need to be polite,
There's dark, milk, or white,
It's so airy and light,
An elegant delight,
Made to excite,
It feels so right,
No red light,
I could go on all night,
In fact I might,
With no feeling contrite.*

*Because it's Fairtrade,
I know the farmer's been paid,
I know it's finest grade,
Deserves an accolade,
I know this is why I've prayed,
Why I've stayed,
Inequality's been slayed,
No need for aid,
No more being afraid,
Fear of being betrayed,
Livelihood depending on
a spade,*

*On the edge of a knife blade,
Such an escapade.*

*That's changed now it's fair,
Cocoa farmers are aware,
What's happening over there,
They don't need to care,
About being sold out
By a millionaire,
They wouldn't dare,
They're too scared.
It used to be rare,
Like a panda bear,
For people to share,
Now it's happening everywhere,
In a market square,
Feel the goodness in the air,
It's the answer to a prayer,
Oh yeah.
Fairtrade is here.*

Harry Baker (age 13)
Twyford Church of
England School

Divine Growth

Growing our wholesale listings

Divine Chocolate has established excellent listings in the wholefood wholesale sector. Thanks to the work of Equal Exchange and their customers these have continued to grow at an impressive rate, and now include Cam Foods, FDP Fine Foods, Iannotti Brothers, and St Huberts. Due to the new challenges presented by the proposed health legislation for schools we recognised the need to find new sources of wholesale business. A large percentage of chocolate is still sold through corner shops, many of which buy through Cash & Carry's. Listing fees for these have previously made entry into this sector prohibitive, but, with Booker senior management convinced that Fairtrade is a growth area, we were able to persuade them to take six lines of Divine. This means thousands more shops and catering outlets can easily access Divine Fairtrade Chocolate. The more places Divine is sold, the more bars we can sell and more cocoa farmers

Looking forward

Here in the UK the dominant trend in the chocolate market is towards premiumisation, and the growth is in dark chocolate. Our business and marketing strategy for the coming year focuses on keeping Divine at the forefront in Divine's own unique style, and aims for an expanded programme of sampling, and a push for further listings.

Divine's acclaimed 70% dark chocolate gives the brand a successful platform from which to develop more excellent new products, but it is also the right time to evolve the brand's design to enhance its desirability and more effectively communicate the promise of the chocolate. Divine has commissioned award-winning design agency Williams Murray Hamm to create the new brand identity and packaging, and will be continuing to work with St Lukes on a new advertising campaign to introduce the new look.

In the USA, now that the legal and financial details are confirmed, planning is underway for a formal launch in February 2007.

are guaranteed a fair deal. In the year ahead we aim to work closely with the wholesalers' sales teams with existing accounts and use the success in Bookers to persuade others that Divine will work for them too.



New Products

The Divine range continues to grow, with the launch this year of an elegant new Dark Divine Easter Egg, featuring the acclaimed 70% dark Divine chocolate, and hiding a clutch of dark chocolate covered Brazil nuts inside. Dark Divine studded with natural peppermint clusters followed – another inspired dark chocolate



product, very favourably received by our customers. Not forgetting red nets of Double footballs, out just in time to score during the World Cup!



New at Divine

Divine Chocolate staff grew too, with the arrival of David Greenwood-Haigh as a new sales manager, bringing not only huge sales development experience, but also expertise as a trained chef. David has had an instant impact on our listings and on our growing knowledge of everything you can do with chocolate.



Sophi Tranchell,
Managing Director



Trading Visions

It's been an exciting year for Trading Visions, filled with inspiring events and campaigning across the UK and the opening up of incredible opportunities for young people in cocoa farming communities in Ghana.

Trading Visions is a educational charity that has been set up to build on the award-winning Fairtrade education work undertaken in partnership between Divine and Dubble Fairtrade chocolate, Kuapa Kokoo and Comic Relief. Our mission is to alleviate the poverty of small-scale cocoa farmers and other producers in the South by amplifying their voices in the supply chain to challenge and change industry practice and deliver a fair deal for farmers.

Trading Visions continues to open up new opportunities for Fairtrade education and action, which this year included three amazing events in Liverpool, Hull and London. These 'Cocoa Summits' were a unique opportunity for hundreds of students, teachers and local activists to unwrap the global chocolate story and share ideas for action. Raphael Agyapong and Isaac Owusu, two 13 years old

boys from Kuapa Kokoo communities in Ghana took part, giving lively presentations about impact of Fairtrade in their communities, and sharing their vision for the future.

The UK summits, and a parallel summit in Ghana, resulted in the delegates very own 'Chocolate Challenge Manifesto' film. The film issues a spirited challenge to decision makers, governments, chocolate lovers and industry to join the delegates in making the chocolate industry fairer for cocoa farmers. To kick off the campaign, the Manifesto was presented by Raphael and Isaac, along with delegations of young people from the summits, to Secretary of State for International Development, Hilary Benn and senior staff at Sainsbury's. The Chocolate Challenge Manifesto film can be viewed on www.dubble.co.uk.

The ripple effect of the Cocoa Summits has continued apace ever since, with local schools and groups running their own 'Stock-the-Fairtrade-Choc' campaigns, setting up local Fairtrade schools networks and planning their own events. One delegate, a 13 year old from Hull, commented that: "The Summit was an inspiration to me and I cannot wait



Raphael Agyapong and Isaac Owusu with young people from the summits with Secretary of State for International Development, Hilary Benn

to start a campaign of my own...It has given me that last dose of drive and campaigning adrenalin to let me go out and make a difference."

Kuapa Kids Camps

Trading Visions has also been collaborating with Kuapa Kokoo to deliver Kuapa Kids Camps in Ghana, giving an opportunity for school children to travel out of their villages, some for the first time, to learn more about Kuapa Kokoo and Fairtrade and take part in a range of activities. These activities include workshops on health and disease prevention, producing their own plays on important social issues and even recording their own radio programmes, broadcast across the Ashanti region of Ghana on Garden City Radio.

The increased confidence and presentation skills that the children have gained through taking part in the Kids Camps was evident, as, in July 06 they proudly presented at the Kuapa Kokoo AGM on what they had learned and achieved. Attending the AGM also gave them an opportunity to see the democracy of the co-operative in action.

The future for Trading Visions looks very exciting indeed. We look forward to continuing to inspire people across the UK, from chocolate lovers and activists to industry representatives and politicians, to have a vision of a world that can be different and to play their part in building a brighter future for farmers in the developing world.

For more information please visit www.tradingvisions.org



Divine Accounts

Divine Chocolate Limited

(formerly The Day Chocolate Company Limited)

PROFIT AND LOSS ACCOUNT

For the year ended 30 September 2006

	2006 £	2005 £
TURNOVER	8,988,071	7,673,298
Cost of sales	6,888,052	5,773,232
Gross profit	2,100,019	1,900,066
Other operating expenses (net)	1,429,364	1,217,676
OPERATING PROFIT	670,655	682,390
Interest payable and similar charges	59,901	64,362
Interest receivable	(317)	(53)
PROFIT ON ORDINARY ACTIVITIES BEFORE TAXATION	611,071	618,081
Taxation	158,052	120,600
PROFIT ON ORDINARY ACTIVITIES AFTER TAXATION	453,019	497,481

The operating profit for the year arises from the company's continuing operations.

No separate statement of Total Recognised Gains and Losses has been presented as all such gains and losses have been dealt with in the profit and loss account.

BALANCE SHEET

30 September 2006

	2006 £	2005 (restated) £
FIXED ASSETS		
Tangible fixed assets	51,654	46,104
LONG TERM INVESTMENT	487,069	-
CURRENT ASSETS		
Stock	896,042	845,801
Debtors: amounts falling due within one year	1,492,345	1,335,299
Cash at bank and in hand	751,342	145,196
	3,139,729	2,326,296
CREDITORS: Amounts falling due within one year	(1,993,766)	(1,586,899)
NET CURRENT ASSETS	1,145,963	739,397
TOTAL ASSETS LESS CURRENT LIABILITIES	1,684,686	785,501
CREDITORS: Amounts falling due after more than one year	(1,212,555)	(877,980)
NET ASSETS	472,131	(92,479)
CAPITAL AND RESERVES		
Called up share capital	122	99
Share Premium Account	111,568	-
Capital Redemption Account	15,000	-
Profit and loss account	345,441	(92,578)
SHAREHOLDERS' FUNDS	472,131	(92,479)

These financial statements have been prepared in accordance with the special provisions of Part VII of the Companies Act 1985 relating to small companies.

	2006	2005
Producer Support	£177,998	£107,426
Fairtrade Social Premium	\$181,650	\$149,400
Tonnes of beans used	1,211	996

In line with Financial Reporting Standards, all preference shares have been restated as long-term creditors on the balance sheet.

Approved by the board on 23 January 2007

Sandy Balfour
Director

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(formerly The Day Chocolate Company Limited)

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THE DIVINE TEAM

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PA to Managing Director

Chelon Lindo

Receptionist

Kika Williamson

Special projects

Erin Gorman

Consultant (USA Project Director)

A BIG THANK YOU

■ To all the staff, board and everyone at Kuapa Kokoo.

■ To Comfort Kwaasibea and Comfort Asare-kwabi who brought the Fairtrade story to life for people all over London and were excellent Kuapa representatives.

■ Designers and Photographers who make Divine look as good as it tastes: Jamie Gunn, Kathryn Sampson, Pete Pattison, GHP, Christopher Corr, Design & Print, Chris Basista

■ Volunteers Le Joy White, Francesca Baker, Joanne Falk, Saymah Hussain

■ St Lukes for their commitment to creating a great campaign

■ The team at SERRV for their enthusiasm and persistence in developing the USA market, particularly Bob Chase, Sam Tokheim, Andrew Breck

'Divine', 'Dubble' and the 'A fair deal for cocoa growers' are the registered trade marks of Divine Chocolate Limited

Front Cover

Photo of Kuapa farmer by Karen Robinson