



**Speedy Delivery of Fresh Cocoa Beans Wins Cafédirect a 2009 Great Taste Award  
Award winning drinking chocolate is sourced from the small town of San Cristobal,  
Dominican Republic**

**28 June 2009:** Cafédirect's San Cristobal Drinking Chocolate has been awarded a prestigious Gold Star at the 2009 Great Taste Awards. The farmers who grow and handpick the cocoa beans for the single-sourced drinking chocolate believe their speedy processing methods are behind its great taste.

Made with 40 per cent of the finest quality cocoa from the small town of San Cristobal in the Dominican Republic, Cafédirect's San Cristobal Drinking Chocolate is one of the purest available, with a rich, creamy, luxurious taste. The growers from the town have the processing of the cocoa beans down to a fine art, ensuring the white cocoa flesh from inside the beans is delivered to their processing area in less than six hours, when the cocoa is at its freshest.

The direct relationship between Cafédirect and the cocoa growers enables the growers to control processing procedures themselves rather than leave it in the hands of middlemen like many mass producers do, compromising the freshness and quality of the cocoa.

Abel Fernandez, Operations Manager at Conacado, the cooperative where the cocoa is grown commented, "Many thanks for the news that filled us with happiness today. San Cristobal winning a Great Taste Award recognises the joint effort of the producers whose hands cultivated the raw material. We at Conacado feel especially proud of winning because the product stands for quality, transparency, community, social justice and respect for the environment, which are the main principles of our organisation. For reasons like this, at Conacado we're prouder by the day to 'BE CAFÉDIRECT'."

Cafédirect also picked up a further Gold Award for its Decaffeinated Medium Roast Fresh Ground Coffee. A blend of 100% Arabica coffee beans grown on the lush highlands of Latin America, Cafédirect Decaffeinated Medium Roast Fresh Ground Coffee enjoys a silky smooth, vibrant flavour , perfect for day and night. And being decaffeinated, it's ideal for everyone wanting great tasting coffee without the zip of caffeine.

Anne MacCaig, CEO of Cafédirect commented, "The Cafédirect growers are truly delighted with these wins. It justifies what we all believe here - that home-grown and hand-picked simply tastes better. Cafédirect is a global allotment company of over a quarter of a million skilled smallholder growers who



work very hard in often difficult terrains to produce the very best tea, coffee and cocoa for the UK customer. In return, we plough over 50% of the profits back into ensuring their businesses can prosper for years to come. At Cafédirect, we think we taste better because of the way we do business and we're really pleased that the Great Taste Awards think so too."

The profits that Cafédirect reinvests in grower partners' businesses funds quality improvement projects, including tea husbandry and training the best cuppers in the business. For Cafédirect, the Fairtrade certification is just a starting point. Their unique Producer Partnership Programme is a unique business model, funding tailor-made projects to develop financially, socially and environmentally sustainable businesses.

Regarded as the food and drink industry's Oscars, The Guild of Fine Food's annual Great Taste Awards are the UK's largest independent evaluation of gourmet and fine food and drink. Cafédirect, has won more Gold Awards than any other hot beverage company. Both San Cristobal Drinking Chocolate and Decaffeinated Medium Roast Fresh Ground Coffee were awarded one gold star. For further information about Cafédirect's award-winning products and the rest of the range, visit [www.cafedirect.co.uk](http://www.cafedirect.co.uk). The site is full of information about Cafédirect's grower partners, its pioneering work in Fairtrade and its AdapCC climate change project.

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### NOTES TO EDITORS:

Cafédirect produces better tasting coffee, tea and hot chocolate because of the unique way it does business. It pays the best price for premium quality crops which are hand-cultivated by almost 250,000 specialist smallholder farmers around the world. It's a bit like a global allotment company; everyone knows that 'home grown' tastes better and in Cafédirect's case, it's no different. Indeed we have won more Great Taste Awards than any other hot drinks company. But that is not the only thing that makes us different. We also have a unique business model ploughing over 50% of profits back into growers' businesses and communities - a total of £10.5m over the past five years alone.

Cafédirect eschews middlemen in favour of direct relationships with the growers where the emphasis is on providing the tools and training for these smallholder businessmen and women to improve and expand their enterprises. This support has positively impacted the lives of over 1.5 million people around the world so far and the plan is to double this within the next five years. As we've said, Cafédirect has a unique way of doing business - and we think you can taste it.

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