

Press release

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Koa Powder, the first cocoa fruit powder: A breakthrough for chocolate fans and cocoa smallholders

For the first time, a chocolate bar is sweetened with dried cocoa pulp. The good thing is that this innovative ingredient comes from small-scale farmers – a necessary step for responsible chocolate production. The new EXCELLENCE COCOA PURE is produced by Lindt & Sprüngli in cooperation with the start-up Koa.

“2021 will be the year of the cocoa fruit. Using the cocoa pulp is key to sustainable, healthy and delicious chocolate,” Anian Schreiber, Co-Founder and Managing Director of Koa, emphasises. Until now, the pulp that surrounds the cocoa beans couldn't be processed in cocoa-growing countries due to a lack of infrastructure and technology. In conventional cocoa processing, only a small part of the white pulp was used for fermentation. Koa has found an innovative way to gently process the cocoa fruit in close cooperation with 1,600 smallholders. “This is how we enable Ghanaian cocoa farmers to increase their income by up to 30% while boosting value creation in rural Ghana,” Daniel Otu, Operations Director at Koa in Ghana, explains.

Using cocoa fruit to fight smallholder poverty

Smallholders with farms of two to three hectares form the backbone of cocoa farming worldwide. More than 90% of cocoa comes from smallholders, 75% of which live in West Africa. In Ghana, the second largest cocoa producer, around 800,000 smallholders cultivate mixed crops.

The cooperation with Koa and the use of the cocoa pulp increases the income of smallholders by up to 30% and diversifies their income source.

Koa Powder opens up new ways for chocolate

After Koa's success with cocoa fruit juice (see note below), the start-up now achieves a breakthrough with a groundbreaking innovation. Koa is the first company to launch a 100% natural and gently dried cocoa fruit pulp, called "Koa Powder." The tropical-fruity powder opens up new opportunities for chocolate and bakery products. Whether it's to replace conventional, refined sugar, to create new flavour experiences, or to demonstrate what sustainable value creation in the cocoa-growing countries really means.

Lindt & Sprüngli leads the way as a pioneer

The first application comes from the Swiss company Lindt & Sprüngli: a new Lindt EXCELLENCE bar with 82% cocoa beans and 18% Koa Powder. With the EXCELLENCE COCOA PURE, Lindt & Sprüngli offers an innovative and sustainable cocoa experience. Lindt & Sprüngli once again demonstrates its innovative expertise in the dark chocolate segment with the EXCELLENCE COCOA PURE. The result is a spectacular taste journey.

Lindt & Sprüngli launched its own sustainability programme, the Lindt & Sprüngli Farming Program (www.farming-program.com) in 2008: A voluntary premium is paid per tonne of cocoa beans purchased, which flows into the programme and its elements. At Lindt & Sprüngli, the beans come from the Lindt & Sprüngli Farming Program, as is with the new EXCELLENCE COCOA PURE.

The cocoa fruit powder used to naturally sweeten the new bar comes from Koa. The cooperation with Lindt & Sprüngli is a milestone for the start-up. "As young entrepreneurs, we are particularly proud to cooperate with the renowned Lindt Maîtres Chocolatiers and to share the same goal," emphasises Anian Schreiber. By using the pulp, cocoa farmers can now benefit twice. By 2030, Koa wants to establish a partnership with 80,000 smallholders, and thus, transform cocoa farming in a sustainable way.

EXCELLENCE COCOA PURE will initially be available in February/March 2021 in strictly limited quantities in selected Lindt shops in several countries and in the online shop at www.lindt.com.

About Koa Switzerland AG

The Swiss-Ghanaian start-up Koa uses the pulp of the cocoa pod, thus reducing food waste and providing cocoa smallholders with an additional income. Today, 42 employees in Ghana and Switzerland dedicate themselves to the growth of Koa to boost value creation in the cocoa-growing regions and to developing innovative and pioneering processes. With the natural cocoa fruit products, Koa brings a previously unknown taste to the European market and opens up new possibilities for both the food and beverage industry as well as for gastronomy.

www.koa-impact.com

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Photos

Selection of images in print resolution:
<https://bit.ly/koapowder>

Cocoa fruit products since 2017

Koa has been working with smallholders in Ghana since 2017 and offers cocoa fruit products for a wide range of applications. Koa laid the foundation with "Koa Pure," a 100% natural cocoa fruit juice. As early as 2020, chocolate shop manufacturers in Switzerland launched the first chocolate creations based on Koa's concentrated cocoa fruit juice. With "Koa Powder," the company can now also offer a dried product of the cocoa fruit pulp. All Koa products are pure and natural, gently processed and 100% transparently traceable. In line with the company's motto, "Taste your impact," doubling the customers' enjoyment.