



Approximate price per 100g of chocolate bars

99p	Continental dark
99p	Continental white
47.5p	Cadbury Dairy Milk
59.5p	Cadbury Bourville
41p	Supermarket own brand milk
47.5p	Supermarket own brand dark

CS 2 divine chocolate



CASE STUDY



Divine chocolate is a new chocolate bar currently sold in selected supermarkets in the UK. Produced by The Day Chocolate Company (London) with Kuapa Kokoo (Ghana), it is promoted as 'heavenly milk chocolate with a heart'. Cocoa is exported from Ghana into Germany where it is used to manufacture the chocolate. The Kuapa Kokoo cocoa farmers in Ghana are share holders in the company that makes the chocolate. They get a fair price for their crops.

Maximising production and sales is important because it results in more profits for the shareholders and more money to re-invest in the business. This can be done through mainstream mass-production and marketing or through smaller production and selling into a 'niche' market. Divine chocolate was designed to be a mainstream product with a popular, mainstream taste. Divine costs 79p per 100g. The price is set to compete with other similar mainstream chocolate bars. Divine is available at branches of Tesco, the Co-op, Iceland and Sainsbury. It is also sold in many independent food stores. The Body Shop International plc stocked Divine chocolate bars during Easter 1999, accompanied by a series of television adverts starring Ben Elton. This was his first ever product endorsement. Usually he does not do advertising.

4 competing in the marketplace

Carry out a 'blindfold' preference test of different chocolate bars, including Divine, amongst members of your class. Repeat the test so that the tasters know which brand they are tasting. Compare and comment on the results.

research

You can find out more about Millennium Products by visiting this Design Council website www.sharinginnovation.org.uk

1 the raw materials

Cocoa

Divine is made from cocoa. Cocoa trees grow to 12-15 metres high. The cocoa pods are yellow when ripe and contain 30-40 seeds embedded in a milky, sticky, sweet-tasting pulp.

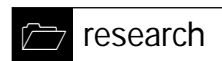
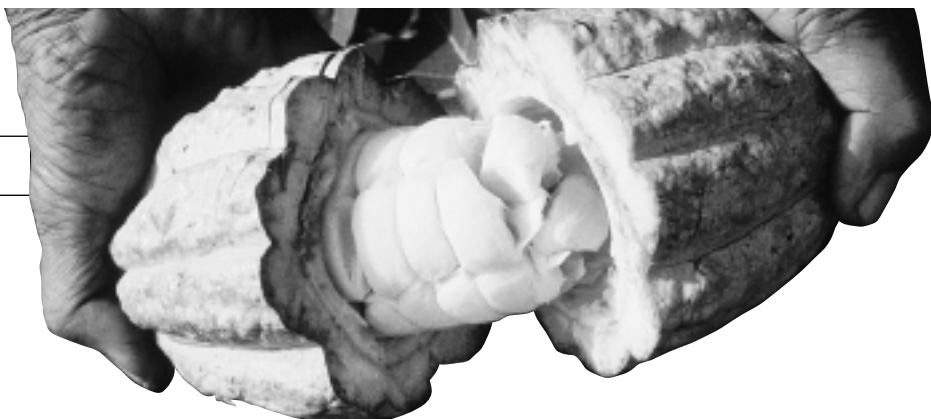
Cocoa production

Pods are cut down with a cutlass and split open. The raw beans are scraped out and fermented in heaps in the sun for 5-7 days. The fermentation is caused by yeast. The sticky pulp gets the process going because it is sweet and acidic which is ideal for the yeasts. Beans are spread over bamboo frames to dry for 5-10 days. They are then hand sorted and packed into sacks and stored in ventilated warehouses before transporting to Accra. The Government agency Cocobod sells the beans to foreign buyers.

Fair Trade

Fair Trade systems give a better deal to producers. A Fair Trade agreement usually guarantees :

- a minimum price
- credit on fair terms
- a long standing trading commitment
- a 10% premium to pay for community development programmes.



Find out how chocolate is manufactured. Present your findings as a flow chart. Start by looking at: www.cadbury.co.uk

2 facts on the packaging

The back of the wrapper contains a lot of factual information :

- description - Milk Chocolate
- ingredients and nutrition
- bar code
- best before date
- weight
- company address
- storage instruction.

3 messages on the packaging

As well as factual information, the Divine bar packaging carries other 'messages'. There are several logos on the back of the wrapper :

- Fair Trade logos
- Comic Relief logo with a support statement
- Fair deal for Cocoa growers logo.

These are saying to potential buyers that if you buy a Divine bar you are making the world a better place. This message is reinforced by this strong statement:

"Every time you take a bite from this Divine bar the Kuapa Kokoo growers in Ghana share in your enjoyment. The cocoa growers are a partner in this venture, so a fair share of the proceeds goes to their community."

? question

Some people say that eating chocolate is bad for you, others say it's not. Use your understanding of nutrition and diet to produce a balanced comment.

