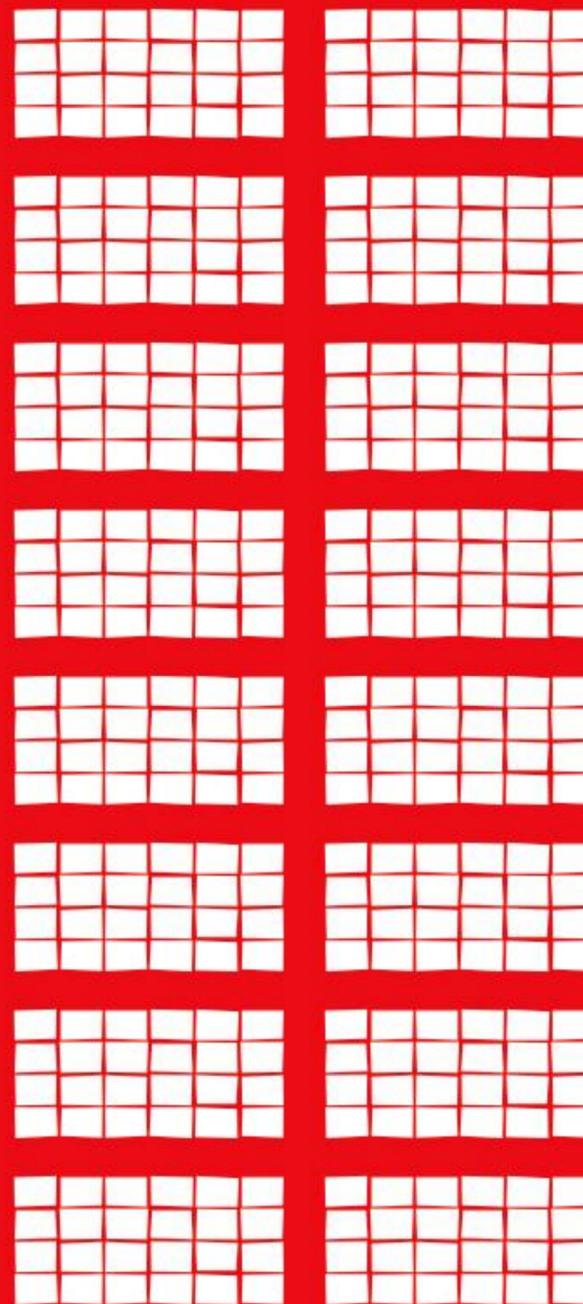
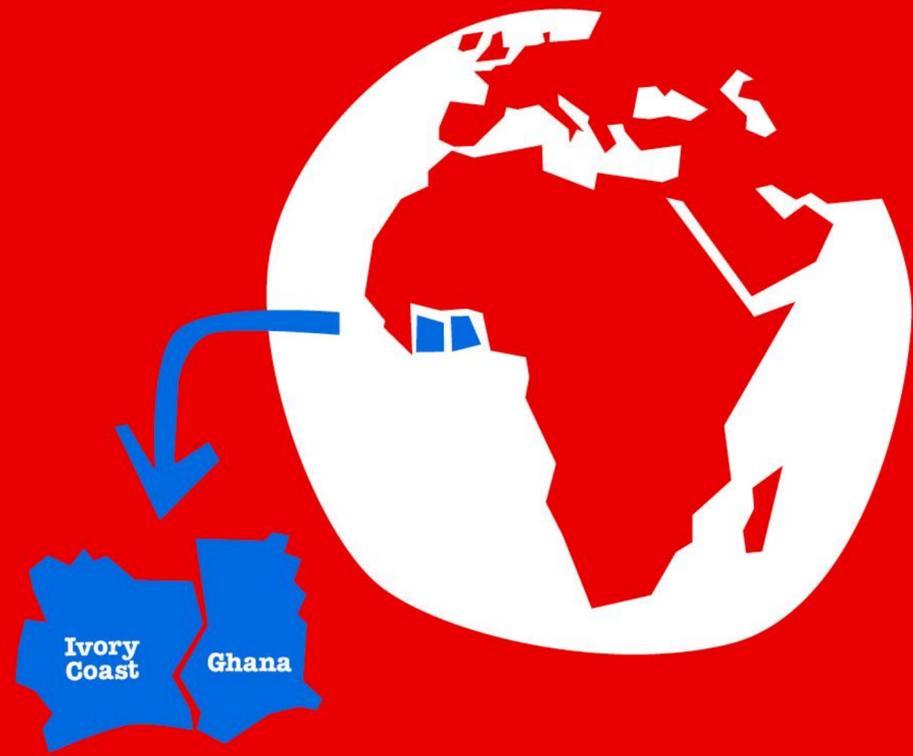
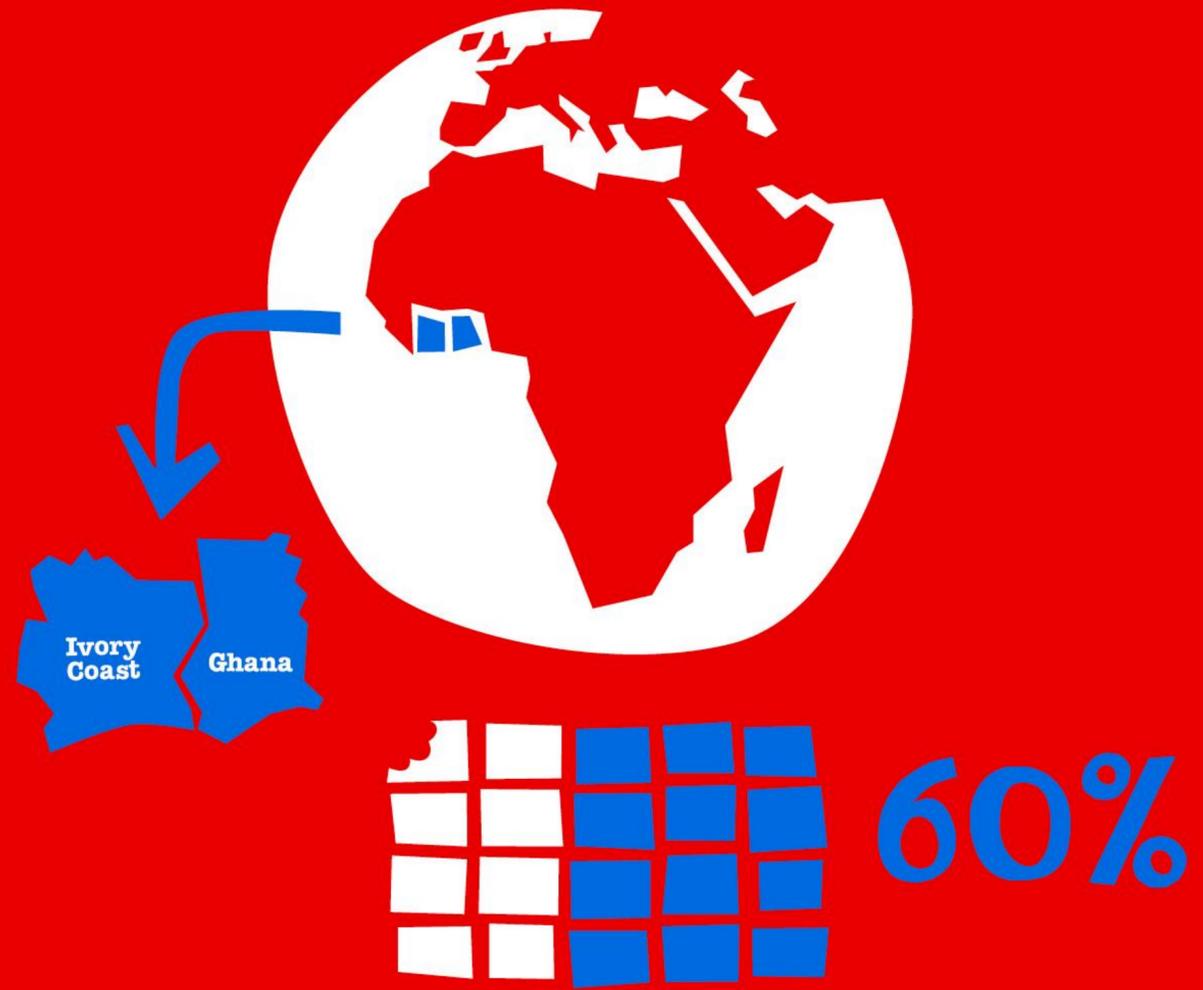


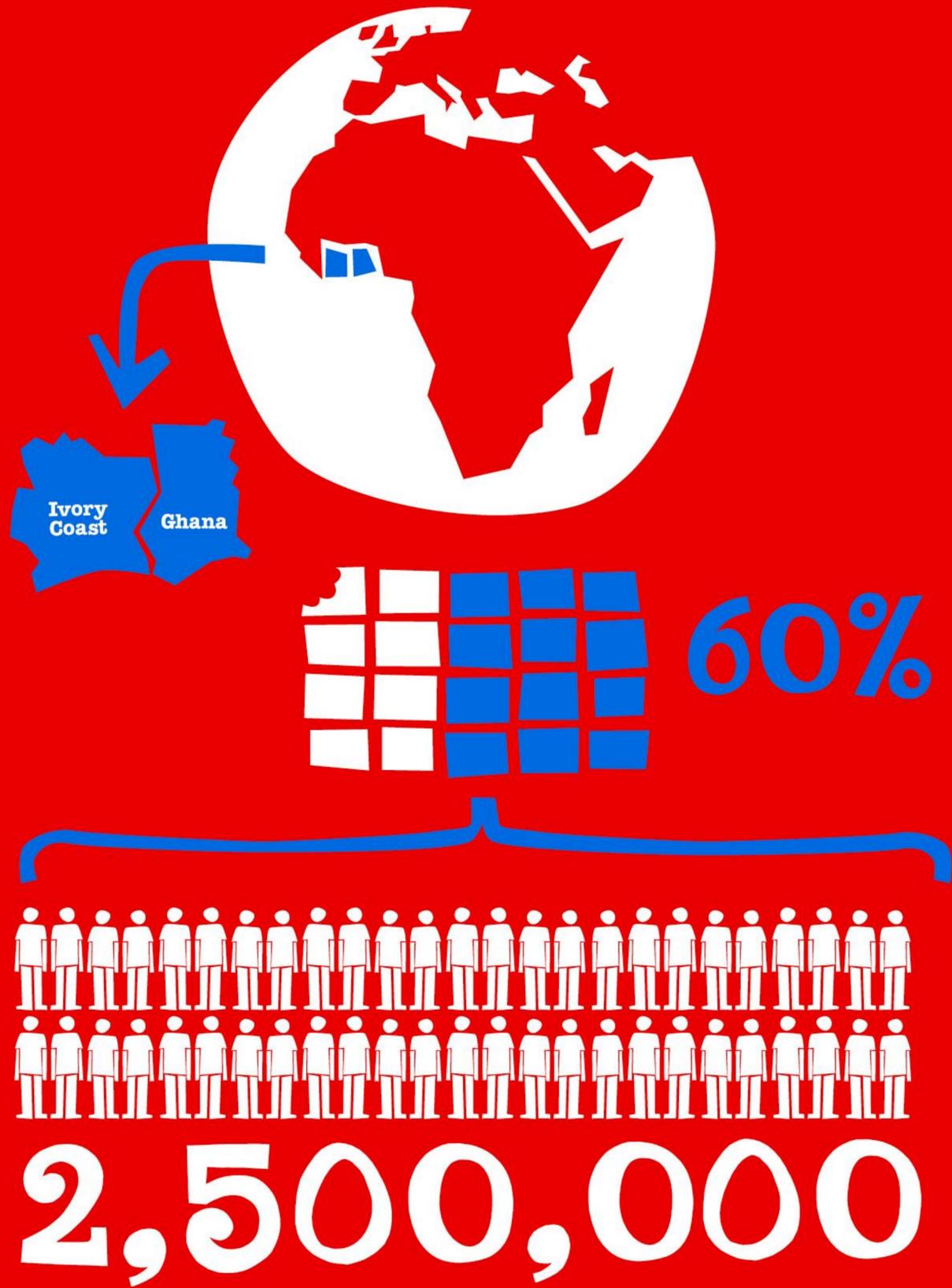
# TONY'S CHOCOLONELY®

Ben Greensmith  
Lord Chocolonely iii

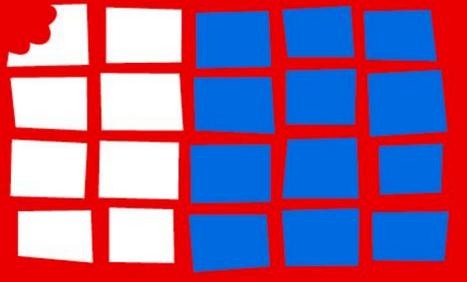




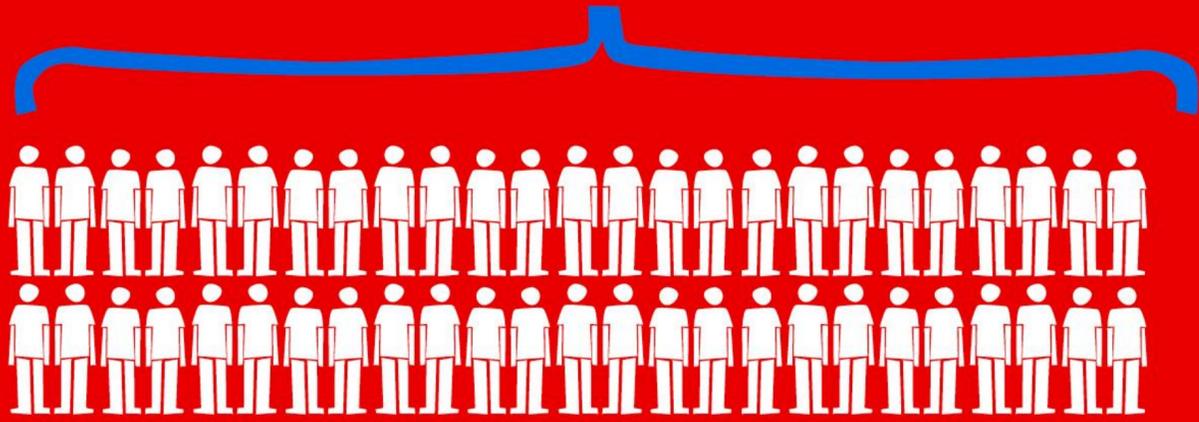




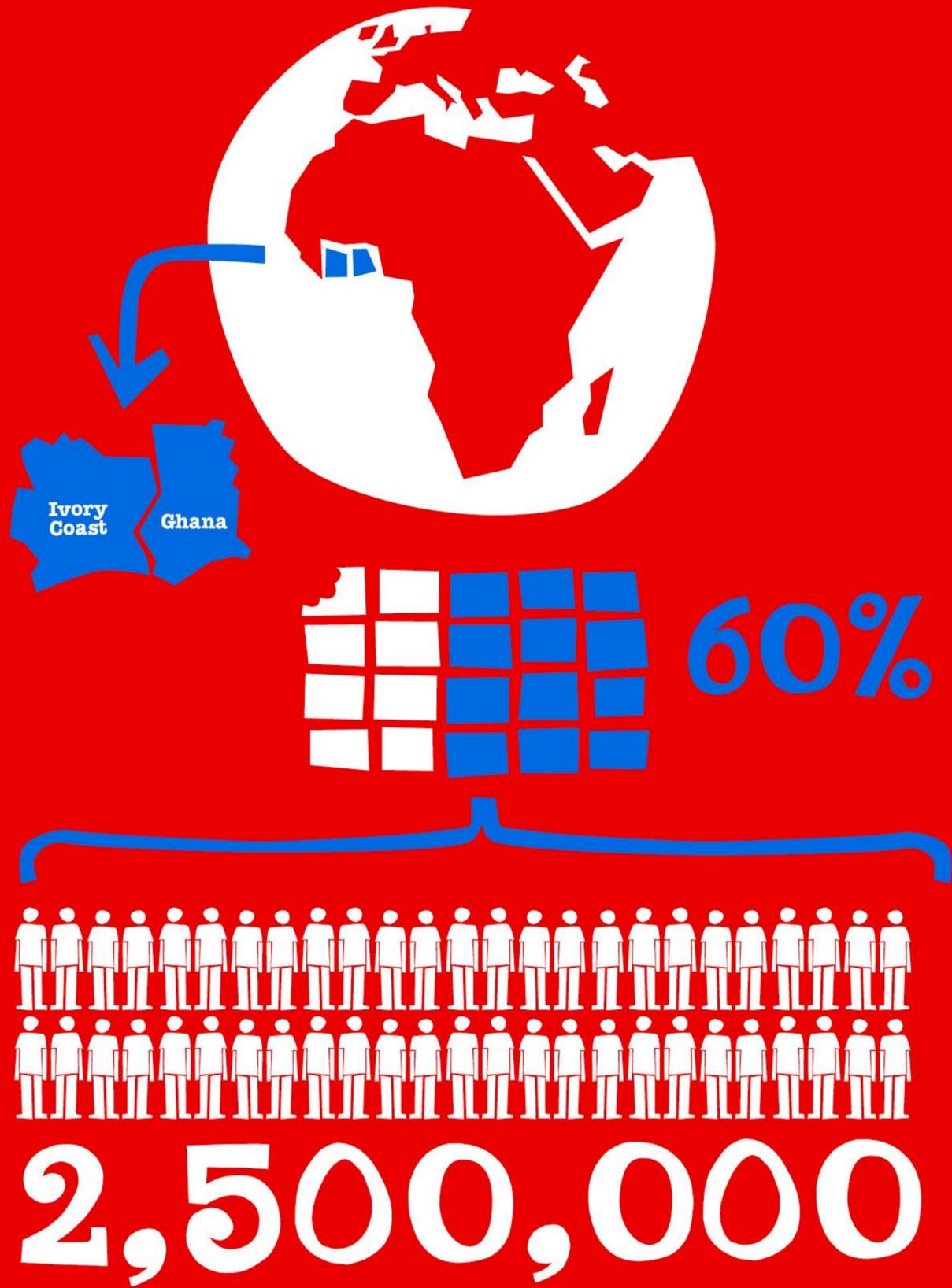
2,300,000



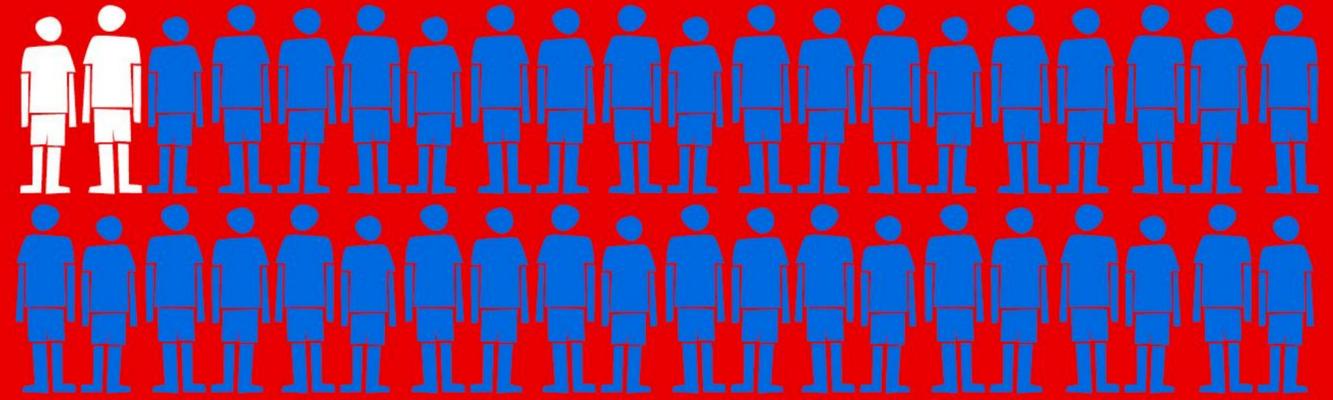
60%



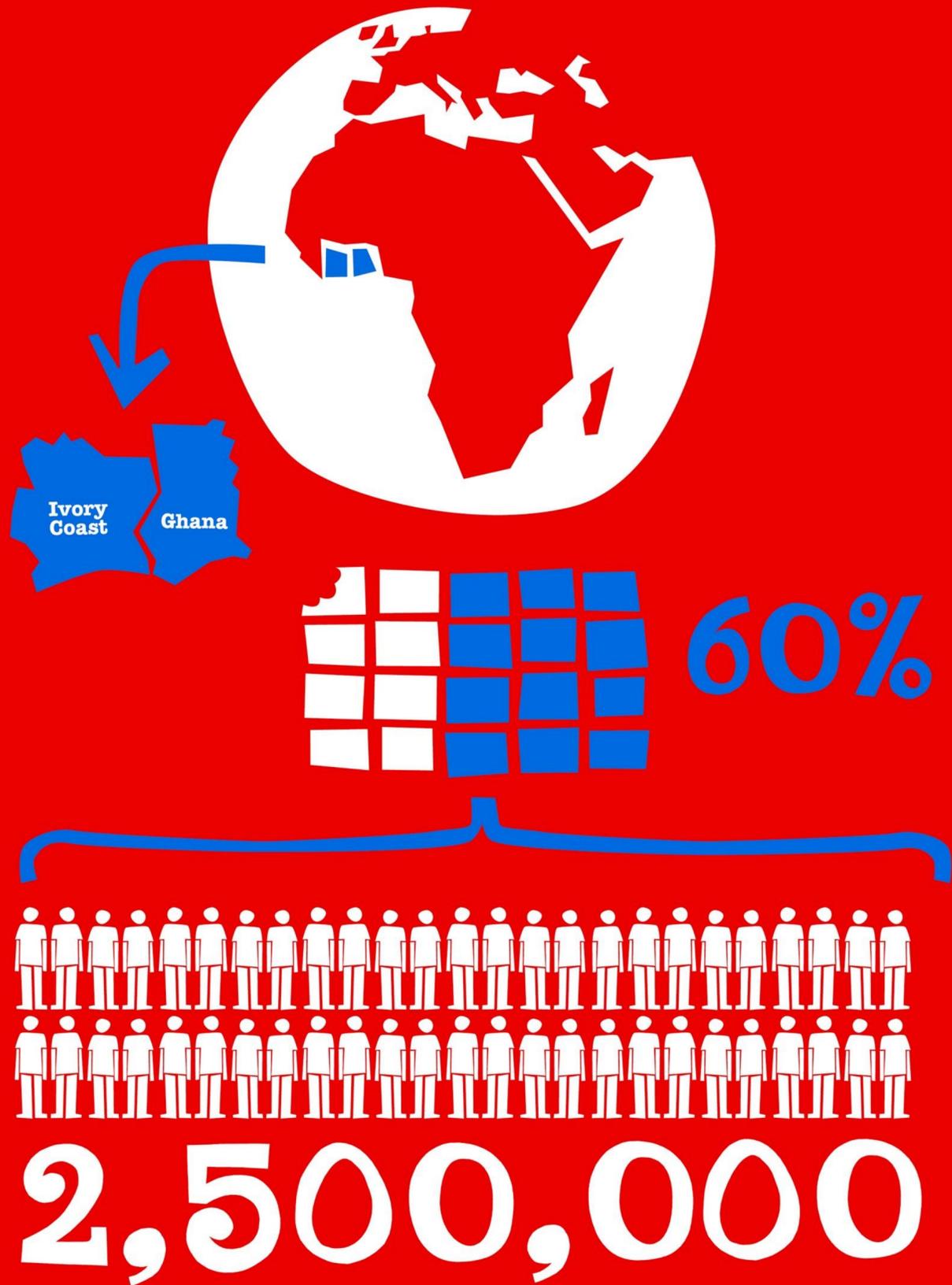
2,500,000



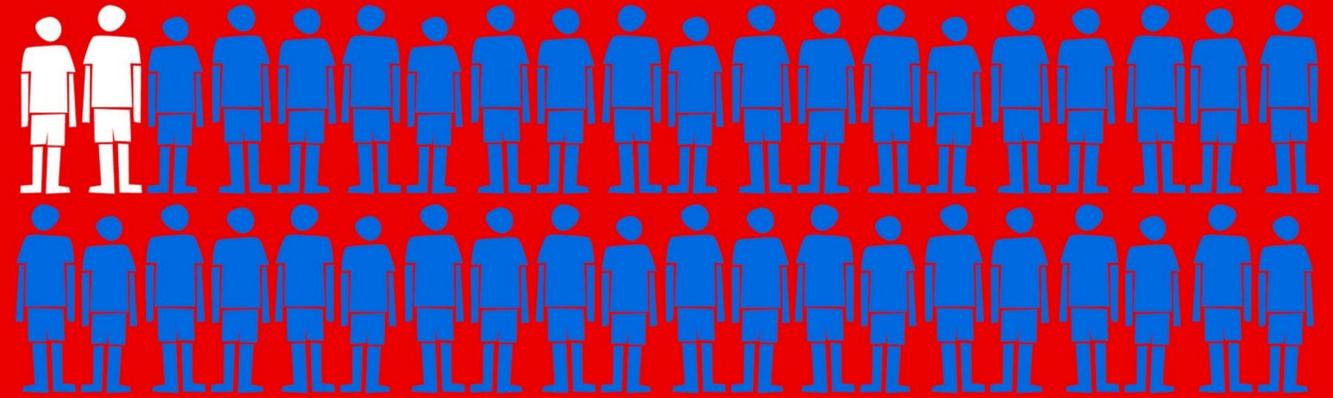
2,300,000



90%



2,300,000



90%





**HARKIN  
ENGEL  
PROTOCOL**









**CREATE AWARENESS**

**LEAD BY EXAMPLE**

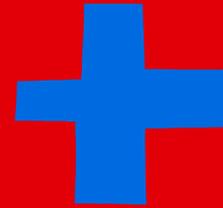
**INSPIRE TO ACT**



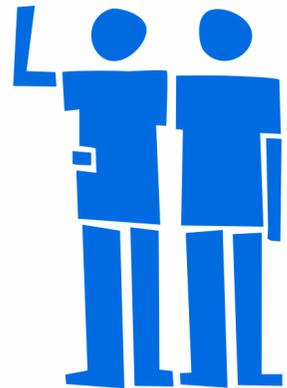
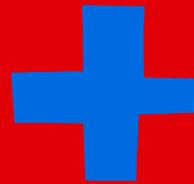
# TONY'S RECIPE FOR SLAVE FREE COCOA



**TRACEABLE  
COCOA BEANS**



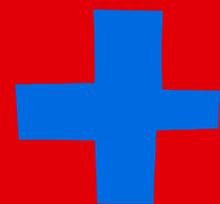
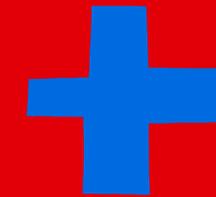
**A HIGHER  
PRICE**



**STRONG  
FARMERS**



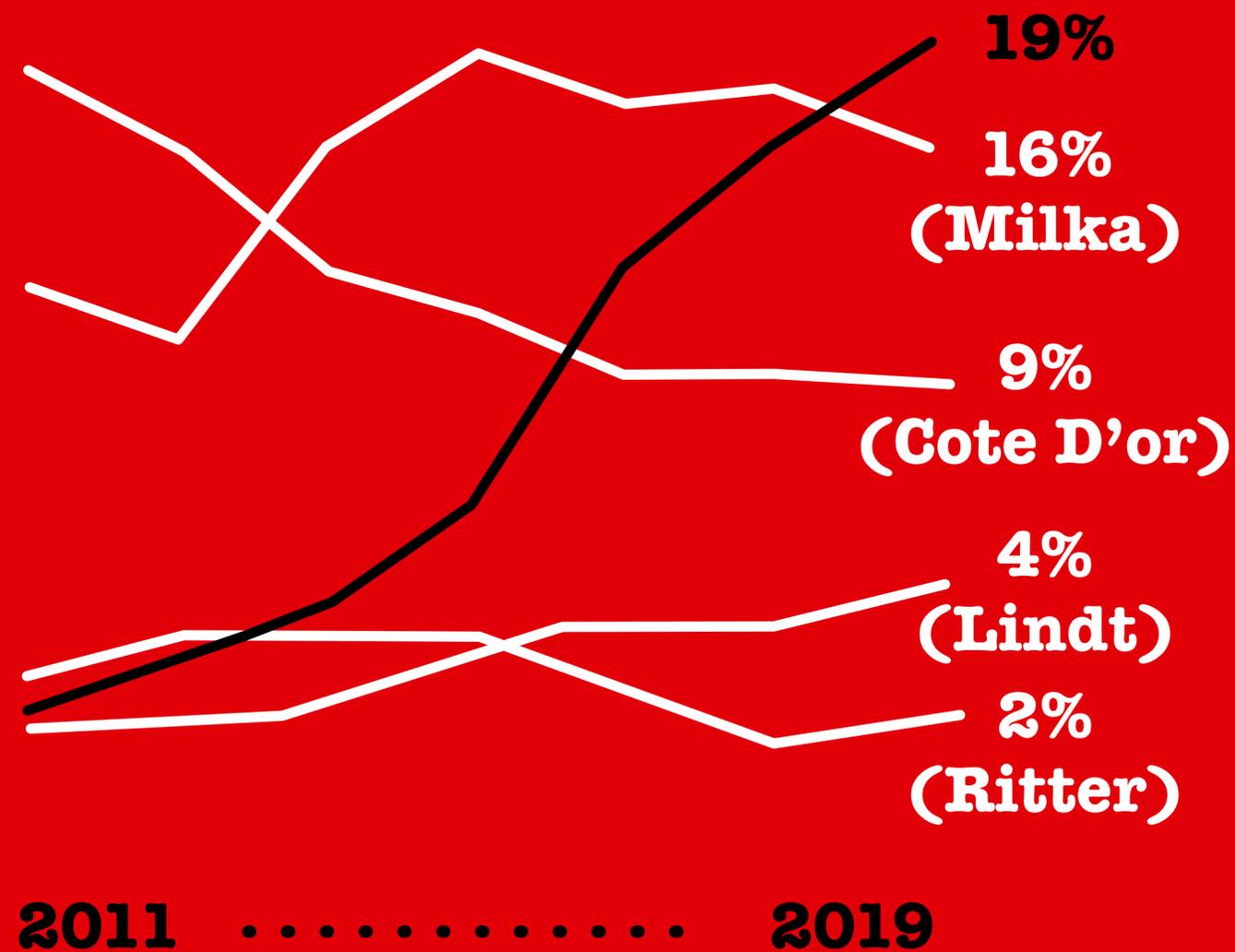
**THE  
LONG-TERM**



**IMPROVED PRODUCTIVITY  
AND LESS DEPENDENCY  
ON COCOA**

# WE ARE NOW THE NUMBER 1 CHOCOLATE BRAND IN HOLLAND

market share Tony's  
NL, value market share (%)



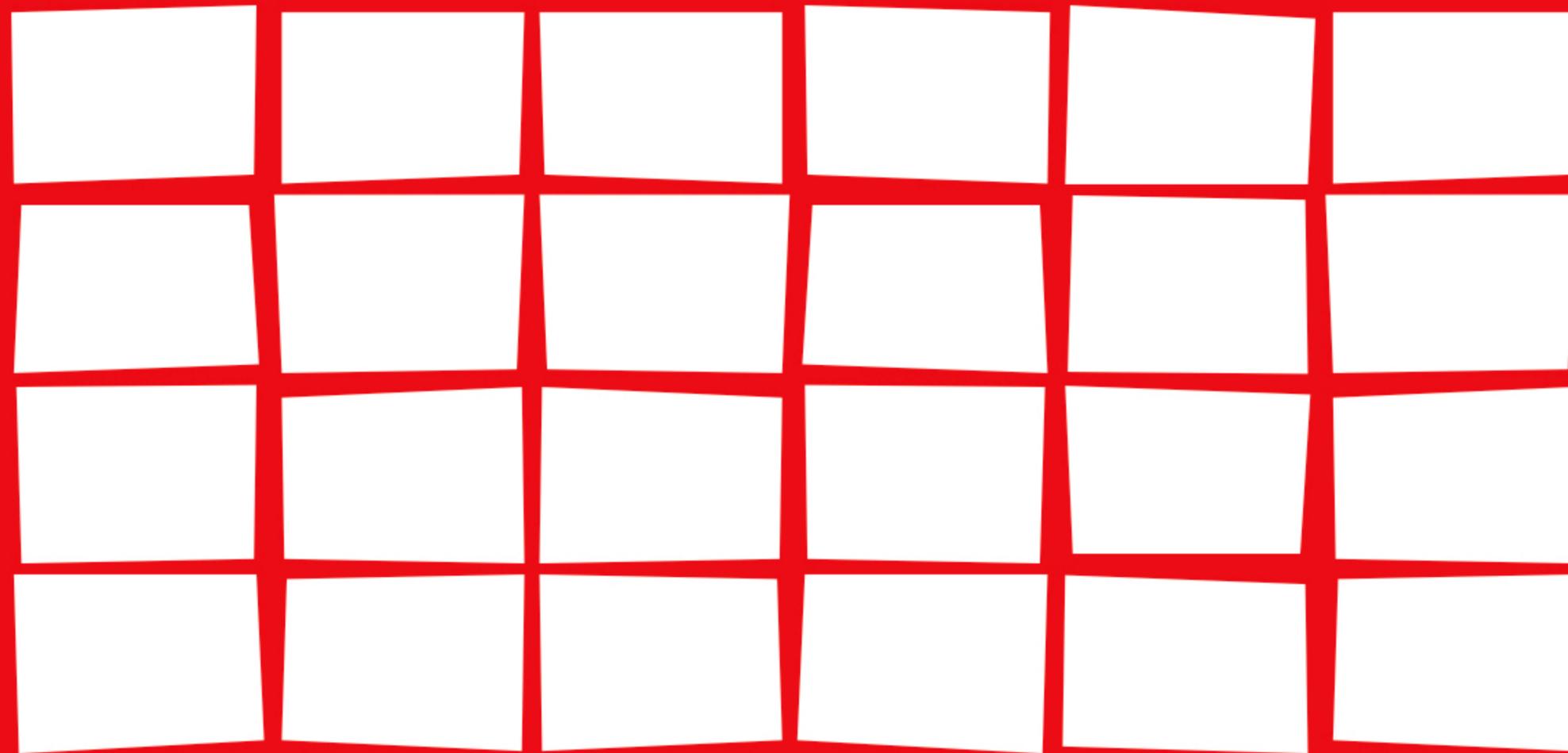
that's right you are looking at  
the best sold chocolate bar in  
The Netherlands...



...not just our bars, but of  
all chocolate bars

....ALL WITH A STRICT NO PAID MEDIA  
POLICY

equally divided



unequally divided





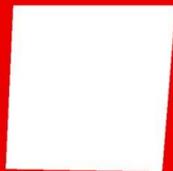
**Tony's Chocolonely is not your typical company**



**we exist to end slavery in the chocolate industry**



**Tony's marketing exists to realize our mission  
(and not the other way around)**



**But what we do is not “purpose marketing”**

**WE ARE NOT A CHOCOLATE COMPANY  
THAT WANTS TO MAKE AN IMPACT**

**WE ARE AN IMPACT COMPANY  
THAT MAKES CHOCOLATE**

**1. CREATE A  
MOVEMENT**



**2. CRAZY ABOUT  
CHOCOLATE**

**3.  
FAVOURITE  
BRAND**

# 1. CREATE A MOVEMENT

TO CREATE  
CHANGE  
WE NEED  
EVERYONE  
TO ACT!





# the chocolate case

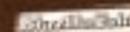
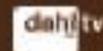


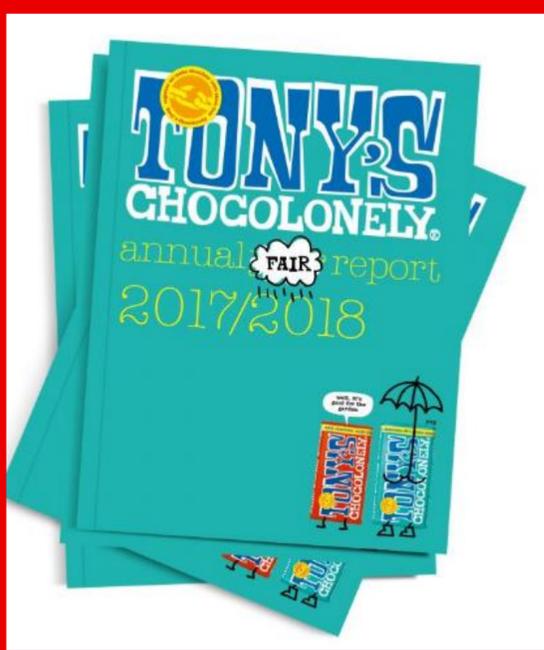
Changing the world  
one chocolate bar at a time

a film by **Benthe Forrer**  
with music by **Kyteman**

camera Maarten Kramer sound Eric Leek editing Ralf Verbeek / Caroline Hoeberechts-Van Schile research Remco Kappelhof  
sound design Jaim Schuleka-Pedline executive producer Barbara Coronel producer Dahl TV / Blazhoffski  
with, amongst others: Maurice Dekkers, Teun van de Keuken, Roland Duong and a lot of other Tony's

FORTISSIMOFILMS





**TONY'S**  
**FAIR**  
**SERIOUS BUSINESS**

# 2. CRAZY ABOUT CHOCOLATE

**SHARE OUR CHOCOLATE, SHARE OUR STORY**

Right now, slaves are working on cocoa farms in West Africa. Many of them are children. Tony's Chocolonely exists to change that.



Our vision is 100% slave free chocolate. Not just our chocolate, but all chocolate worldwide.



With incredibly tasty chocolate, we lead by example and show the world chocolate can be made differently: in taste, packaging and the way we treat cocoa farmers.

Alone we make slave free chocolate, together we make all chocolate 100% slave free. So we ask you to join in.

The more people choose slave free and share our story, the sooner 100% slave free becomes the norm in chocolate. The choice is yours. Are you in?

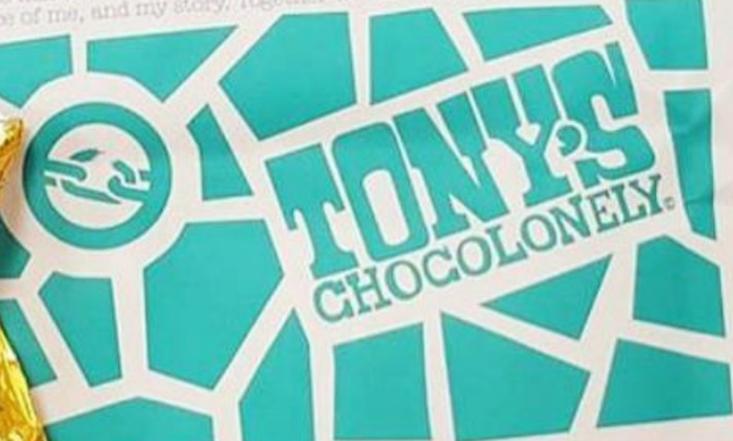


Join our movement and like or follow us:

-  [TonysChocolonelyUS](#)
-  [tonyschocolonely\\_us](#)
-  [TonysChocoUS](#)

**CRAZY ABOUT CHOCOLATE. SERIOUS ABOUT PEOPLE**

unequally divided  
Isn't it weird that all pieces in a normal chocolate bar are the same size when in the chocolate industry things are shared so unequally? That's why I am unequally divided. My mission is to make 100% slave free the norm in chocolate. Please share a piece of me, and my story. Together we make chocolate slave free.



Share me!



Wrapped in recycled, FSC stamped, uncoated paper. Who's ever seen a chocolate bar with a coat on, anyway?

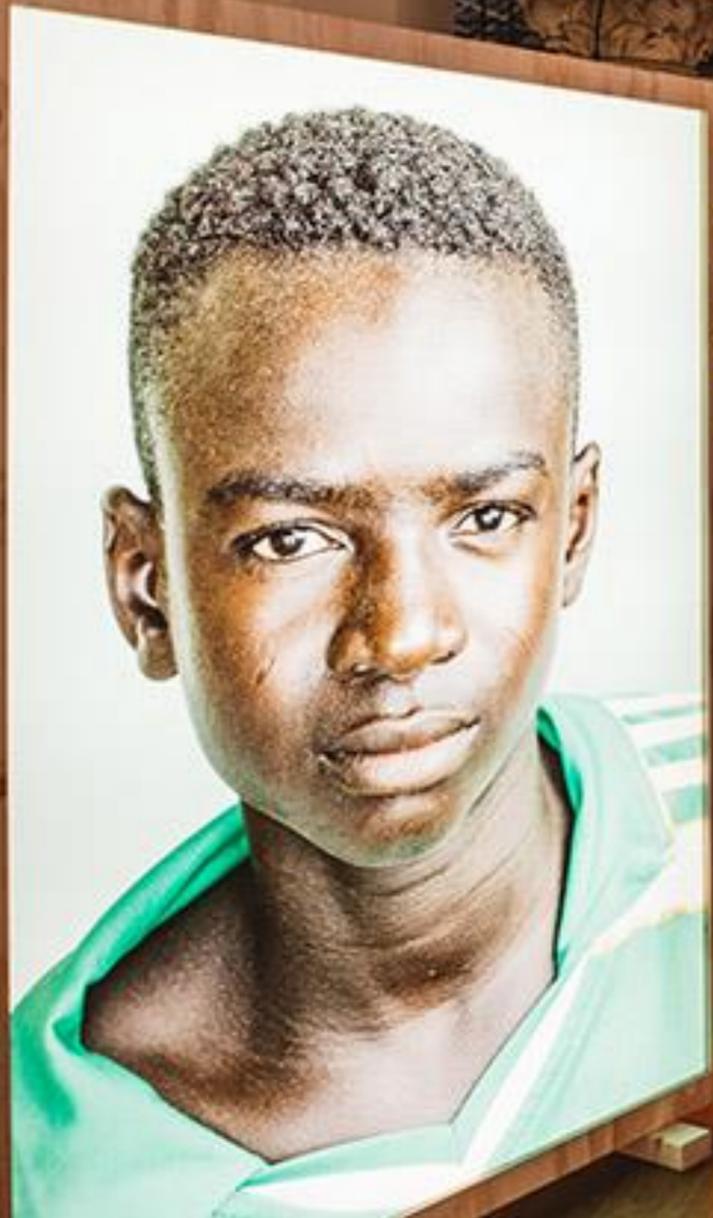


# 3. EVERYONE'S FAVOURITE BRAND

(worldwide)







AND LITTLE MONEY,  
USE MY FATHER  
TRYING TO BUILD  
LIHOOD. BUT HE  
BEFORE HE WAS  
TO.

16

Text on the adjacent panel, partially obscured.



### Cacao: Who, What, Where? Cacao: Wie, Wat, Waar?



De cacao wordt gewonnen uit de vruchten van de cacao-plant (Theobroma cacao). De vruchten worden twee keer per jaar geoogst. De rijpe, harde schil wordt verwijderd en de binnenzaden worden uitgescheiden. De zaden worden vervolgens gedroogd en vermalen tot cacao-zaai.

De cacao-zaai wordt gebruikt voor de productie van cacao-olie en cacao-zaai. De cacao-olie wordt gebruikt voor de productie van chocolade en cacao-zaai wordt gebruikt voor de productie van cacao-olie.

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# Earned stuff....



The  
Washington  
Post







**CRAZY ABOUT  
CHOCOLATE,  
SERIOUS ABOUT  
PEOPLE**

“Once we know and are aware, we  
are responsible for our action,  
and our inaction.”

Jean Paul Sartre

# SPREAD THE LOVE



@TonyschocolonelyUKandIRE



@tonyschocolonely\_uk\_ire



@TonysChocoUK\_IE