

I find the Geobars too sweet. Can the amount of sugar be reduced?

Geobars were established as a branded food product by Traidcraft to purchase larger volumes of dried fruit, honey and sugar from producers. By mixing these sweet ingredients with European-sourced less sweet ingredients, we have managed to derive recipes which large numbers of people are happy to buy.

As a result, Traidcraft has been able to purchase more of these three fairly traded commodity products from our suppliers and help more people escape from poverty.

To have integrity and be eligible to carry the Fairtrade Mark, the bars must contain a certain minimum percentage of fairly traded ingredients. This means that recipes often tend towards the sweeter side.

We do from time to time undertake recipe development on our products and if our taste testers suggest that something less sweet would work better, we may investigate this further.

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