

New Geobar line-up makes a world of difference

The UK's leading fair trade organisation, Traidcraft, has revamped its successful Geobar cereal bar range by introducing more fair trade ingredients, adding two new flavours and improving recipes in time for Fairtrade Fortnight.



Traidcraft has packed even more fairly traded ingredients into its popular snack bar with producers from Chile, Pakistan, South Africa and across the world all benefiting from the new Geobar range.

The two new flavours are Honey Nut and Mixed Berries. And we have improved the taste of the existing flavours, with more chocolate chips in the chocolate variant and wild apricots in the apricot bar.

First available in Waitrose 10 years ago, sales of Geobars have grown rapidly with more than 26 million sold annually direct from Traidcraft and through all major supermarkets in the UK.

Sales of Geobar make a world of difference to producers from across the developing world and some of their stories are told on the packaging. For example the honey is from Apicoop in Chile. Producers Sonia Chicao and her husband Guido Guenupan, featured on the Honey Nut Geobar box, are amongst the beekeepers providing fair trade honey for the Geobars.

"I have no doubt keeping bees was a good decision," said Guido. "Everything you see here has been earned by the bees. With the beekeeping we have enough money to give our kids education."

Traidcraft has been working with Apicoop for 10 years and has also helped the group diversify into blueberry production. Traidcraft made a grant to Apicoop to help them plant the blueberry bushes and assisted them in obtaining a loan. The resulting fair trade blueberries will be used in the Mixed Berries Geobar when the first crop is ready next year.

Geobars are a tasty and convenient snack, suitable for all ages and incredibly handy whether it is for a child's lunchbox, to keep in the office desk drawer or a "just in case" handbag snack.

The new Geobar will be available in supermarkets and independent retailers from January and cost around £2 for a box of 6 bars.

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Editors' Notes

- A member of Apicoop, the Chilean beekeeping cooperative that supplies much of Traidcraft's honey, is visiting the UK and Traidcraft as part of Fairtrade Fortnight 2009 (23rd February until 8th March). He will be available for interview by prior arrangement only, please contact Rachael Heath at Cool Blue PR on 01642 351 011.
- Geobars are sold in boxes of 6 bars for £2 and are available in major supermarkets and independent retailers nationwide including Waitrose, Tesco and Asda.
- All Traidcraft products are available direct from www.traidcraftshop.co.uk or by mail order on 0845 330 8900.
- High resolution images of all our products are available by return. E mail or telephone media contacts below. Samples can be sent for use in photo shoots/taste tests but may take 1-2 days for delivery.
- Based in Gateshead, Traidcraft is the UK's leading fair trade organisation and has been fighting poverty through trade since 1979.
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