

## Six sweet Fairtrade firsts for Traidcraft

Traidcraft has launched a new, improved Fairtrade confectionary range with seven brand new products – six of which are UK firsts for Fairtrade.

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Perfect for those with a sweet tooth and a conscience, the range includes favourites such as Milk Chocolate Beans, Jelly Teddies, Vanilla Fudge, Yoghurt Raisins and classic Butter Mints as well as brand new Chocolate Coated Toffee Popcorn – which tastes amazing!

Six of the range are firsts for Fairtrade: Milk Chocolate Beans, Jelly Teddies, Fruit Jellies, Mint Imperials, Fruit Sherbets and Chocolate Coated Toffee Popcorn.

The whole range benefits from new brightly coloured retro packaging featuring traditional sweet scoops as well as improved recipes and high quality fair trade ingredients.

Each variety features an interesting fact on the back of the pack such as *'Did you know sugar is the only taste we crave from birth?'* and that *'It takes four tonnes of grapes to make one tonne of raisins?'*

The full range of 14 products includes:

- Milk Chocolate Buttons
- Milk Chocolate Beans
- Jelly Teddies
- Yoghurt Raisins
- Chocolate Raisins
- Butter Mints
- Chocolate covered Toffee Popcorn
- Fruit Jellies
- Chocolate Peanuts
- Fruit Sherbets
- Mint Imperials
- Vanilla Fudge

The range will be available at the beginning of September at [www.traidcraftshop.co.uk](http://www.traidcraftshop.co.uk) and cost around 50/60p for a 40g pack or between £1.50 and £2.20 for a 200g pack.

Traidcraft works with producers from across the developing world. Ehud Kafaukoma is a member of Kasinthula Cane Growers Ltd in Malawi. The Fairtrade premium on Kasinthula sugar has paid for an electricity supply to Ehud's village. "It was something that nobody could even imagine." he said.

- ENDS -

### Editors' Notes

- The confectionary range will be available in single serve 40g packs priced from 50p-60p or 200g share packs priced between £1.50 and £2.20 and are available at [www.traidcraftshop.co.uk](http://www.traidcraftshop.co.uk) and from independent retailers
- All Traidcraft products are available direct from [www.traidcraftshop.co.uk](http://www.traidcraftshop.co.uk) or by mail order on 0870 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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