

Product press releases



[Take a bite - it's only fair!](#)

Traidcraft's new range of Fairtrade chocolate bars come with a triple whammy of benefits – low cost, low calorie and Fairtrade! 20 June 2011

[Find out where your Geobar comes from!](#)

(21 February 2011) Fans of Geobar, the UK's most popular fair trade cereal bar, are being invited to claim a free world map and discover exactly where the producers who supply their favourite Geobar fair trade ingredients are based. 21

February 2011

[Supermarkets agree to stock Real Easter Egg](#)

(18 February 2011) A church-backed campaign has succeeded in convincing retailers to stock The Real Easter Egg, the UK's first and only Fairtrade charity egg to mention Jesus on the box.

18 February 2011

[Traidcraft launches fair trade collection for spring 2011](#)

(2 February 2011) Traidcraft's new spring 2011 catalogue is packed with unique fair trade products for all the family, which make a real difference to the lives of the people who make them in developing countries. 1

February 2011

[Charity Christmas cards buck downward trend](#)

Sales of Traidcraft's charity Christmas cards have seen strong growth, despite recent claims that the tradition of sending greeting cards over the festive period is declining. 14

December 2010

[New look Geobar 'Changing the world one bite at a time'](#)

TRAIDCRAFT, the UK's leading fair trade organisation, has upgraded its hugely popular Geobar cereal bar with more Fairtrade ingredients, lower fat content and a scrumptious light and chewy texture.

24 August 2010

[Traidcraft unveils new autumn 2010 fair trade range](#)

Newly-launched and full of fair trade, recycled and organic products – Traidcraft's autumn 2010 catalogue is packed with products to suit all ethically conscious consumers. 4 August 2010

[Fairtrade goes luxury with Traidcraft](#)

Luxury Fairtrade sweets have arrived on supermarket shelves, thanks to fair trade pioneer Traidcraft working in partnership with Glisten Confectionery, one of the UK's leading confectionery companies.

16 February 2010

[Traidcraft launches new fair trade range for spring 2010](#)

Make a real difference to producers around the world this year by buying fair trade, recycled and organic products from Traidcraft's spring 2010 catalogue.

26 January 2010

[Pioneers of fair trade tea expand on range](#)

Did you know that here in the UK we drink 165 million cups of tea a day? With more than 20 million people in the developing world relying on the tea industry, the type of tea we drink can have a huge impact on many lives. 13

November 2009

[Mueslis that make a world of difference](#)

A bowl of muesli is one of the healthiest starts you can have to your day, but now you can help more than just your health at the breakfast table. 6 October 2009

[Old favourite gets a Fairtrade makeover from Traidcraft](#)

Fruit, chocolate and nut has joined Traidcraft's ever-popular Fairtrade cookie range which is now bigger, chunkier and even tastier than before. 22 September 2009

[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. 21 September 2009

[Home-baked cakes still best](#)

Britain's enthusiasm for cake baking is shared equally by people of all generations and all social groups according to a poll commissioned by leading fair trade organisation Traidcraft.

11 August 2009

[Traidcraft unveils new autumn 2009 fair trade range](#)

Newly-launched and full of fair trade, recycled and organic products – Traidcraft's autumn 2009 catalogue is packed with products to suit all ethically 5

[Search for the first eco jute bag](#)

Traidcraft, the UK's leading fair trade organisation, is inviting people to take part in a very special hunt for the original and first eco "bag for life". 25 February 2009

[Traidcraft launches new Spring 2009 fair trade range](#)

Make a real difference to producers around the world this year by buying from Traidcraft, the UK's leading fair trade organisation. 4 February 2009

[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.

9 January 2009

[UK's first Fairtrade pasta launched by Traidcraft](#)

Traidcraft is launching the UK's first Fairtrade Marked pasta in time for Fairtrade Fortnight (23rd February until 7th March). 7 January 2009

[Wash away unfair trade with Traidcraft](#)

Traidcraft has linked up with BM Polyco, the UK's leading supplier in gloves and hand protection, to launch the UK's first fair trade rubber gloves in time for Fairtrade Fortnight.

January 2009

[Traidcraft launches new Fairtrade shortbread](#)

Traidcraft has just launched a delicious new chocolate chip shortbread. It includes Fairtrade ingredients from the developing world and is baked in Edinburgh to a genuine Scottish recipe, making it an indulgent and authentic delicacy.

30 October 2008

[Traidcraft unveils new autumn 2008 fair trade range](#)

The UK's leading fair trade organisation has unveiled its new autumn 2008 catalogue – and it's bigger than ever! 11 August 2008

[Traidcraft launches indulgent chocolate range](#)

Traidcraft has launched a new Fairtrade organic luxury chocolate range. Made in Switzerland, the new range contains Fairtrade cocoa from Bolivia and Fairtrade sugar from Costa Rica, is organic and boasts a high cocoa content.

25
July
2008

[Traidcraft launches Caramel FairBreak](#)

Traidcraft, the UK's leading fair trade organisation, is launching Caramel FairBreak, a new variant of its top selling FairBreak chocolate bar in time for Fairtrade Fortnight (25th February – 9th March).

18

February 2008

[Traidcraft launches Spring 2008 fair trade range](#)

Make 2008 the year you make a difference by choosing to buy fair trade from Traidcraft's new Spring 2008 range. With 341 quality products, including food, drink, homeware, clothing and accessories, to choose from, Traidcraft's latest catalogue has something for every ethically conscious consumer.

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February 2008

[Traidcraft aims to get to the bottom of unfair trade!](#)

Gripping messages calling out from retail shelves are the latest weapon in Traidcraft's fight against poverty. 3 December 2007

[Traidcraft offers paradise – in a snack pack](#)

A new dried fruit snack has been added to the menu on offer from leading fair trade organisation Traidcraft. 9 November 2007

[Traidcraft launches Autumn 2007 range](#)

Make it an ethical autumn with fair trade gifts from Traidcraft's new Autumn 2007 range. With more than 450 products to choose from, Traidcraft's latest catalogue has something for every ethically conscious consumer.

31 July 2007

[Traidcraft launches blueberry Geobar](#)

Traidcraft, the UK's leading fair trade organisation, is pleased to announce the launch of its newest flavour of Geobar - blueberry. 25 April 2007

[Traidcraft first to launch fair trade snack packs](#)

As summer approaches with the prospect of fun family days out and healthy pack lunches to prepare, Traidcraft has launched a range of new fair trade snack packs to make those food on-the-go logistics and '5-a-day' targets a little easier.

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April 2007

[Traidcraft brings fair trade cards to M&S stores](#)

Traidcraft, the UK's leading fair trade organisation, is pleased to announce that Marks & Spencer are now selling an exclusive range of its handmade cards produced by two of Traidcraft's long-term producer groups.

29 March 2007

[Traidcraft launches its Spring 2007 product range](#)

Traidcraft, the UK's leading fair trade organisation offering the widest range of fair trade products, announces the launch of its Spring 2007 range. With over 400 products to choose from, Traidcraft's newest range has something for every ethically conscious consumer.

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February 2007

[Traidcraft's healthy approach to tasty foods](#)

As the largest UK fair trade organisation at this year's BBC Good Food Show, Traidcraft will not only tantalise visitor's tastebuds but also raise awareness of the origins of its products and the difference that can be made by choosing to buy them.

17 November 2006

[Traidcraft has good business all wrapped up with new branding by Landor Associates](#)

The UK's leading fair trade company, Traidcraft, has undertaken a major re-brand for its 100+ item food product range, partnered by one of the UK's 9 leading branding and design consultancies, Landor Associates. The exercise reflects a major investment in the future growth of the foods business.

November 2006

[Join Traidcraft in changing lives](#)

Looking for a way of shopping while changing lives at the same time? Then make sure you get your copy of the latest Traidcraft catalogue or view the new range at www.traidcraftshop.co.uk.

11 August 2006

[Make a habit of Fairtrade](#)

Traidcraft's new, organic, fair trade T-shirts are among the hundreds of products which will help make this year's Fairtrade Fortnight (March 6 - 19) the 6 biggest yet.

March 2006