

## 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).

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The caramel flavour was chosen for its wide appeal, especially among young ethical consumers, while the fresh, vibrant packaging gives the FairBreak range a dynamic new look.

The chewy caramel bars are available in attractive CDUs allowing Traidcraft to target the cash and carry market which supplies small independent retailers and corner shops.

Larry Bush, Traidcraft's Sales and Marketing Director, said: "We are very excited about pioneering new ways to make 'pocket money fair trade products' available to a wider consumer base. At 22p per bar, FairBreaks are the most competitively priced Fairtrade products on the market and the new caramel variety offers customers even more choice."

FairBreak was launched three years ago and is consistently among Traidcraft's top 10 confectionery lines.

Among the Fairtrade ingredients is the sugar from Kasinthula, a group of sugar cane farmers in a poor region of Malawi. Thanks to the Fairtrade premium, the farmers have benefitted from a borehole providing safe water for the community. Joyce, one of the sugar cane growers, says: "We give praise to Fairtrade. I want you to tell people that they make Joyce, a sugar farmer, very happy when they buy our Kasinthula sugar."



The introduction and development of the new caramel FairBreak means that Traidcraft can buy even more sugar from Kasinthula.

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### Notes to editors:

- Traidcraft is the UK's leading fair trade organisation and has been fighting poverty through trade for 29 years.
- Traidcraft Caramel FairBreak is available from our wholesale sales team on 0845 330 8900 or directly on 0845 330 8901 or at [www.traidcraftshop.co.uk](http://www.traidcraftshop.co.uk).
- A CDU of 36 Caramel FairBreaks retails at £7.90 and a CDU of 36 original FairBreaks retails at £7.20.
- High resolution images of all our products are available by return. To request images or for further information contact Anne Witton on 0191 497 6462 or email [media@traidcraft.co.uk](mailto:media@traidcraft.co.uk).
- Samples can be sent of most items for use in photo shoots or taste tests but may take 1-2 days for delivery.