



MEDIA RELEASE from Good Chocolate Hub

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**Schoggifestival ehrundredlich, its program and 10 Easter tips:**

## **The Schoggifestival celebrates honest chocolate and wants to create a new chapter of chocolate in Switzerland**

*The Schoggifestival ehrundredlich is just around the corner and promises the finest chocolate experiences and critical questions about conventional Swiss chocolate production. On March 24, 2024 from 10 am to 5 pm, the Good Chocolate Hub will open its festival doors at the Kulturareal Mühle Tiefenbrunnen in Zurich, inviting visitors to discover the world of cocoa and chocolate from different perspectives. The two centerpieces of the festival are the diverse chocolate events and the chocolate market with small producers - both for industry experts and chocolate lovers.*

At the Schoggifestival ehrundredlich you will NOT meet the usual suspects of the Swiss Chocolate Industry – you will be surprised, Switzerland has meanwhile more than that, and much of the “more” is happening in Zürich.

Over the past few years, a new generation of Swiss chocolate (brands) makers has emerged that celebrates cacao and its fine flavors in chocolate, focuses on producers and respects human rights. With an exquisite [program](#) at the Schoggifestival ehrundredlich, the Good Chocolate Hub wants to build a bridge between cocoa cultivation and chocolate consumption as well as between mindful enjoyment and responsible action. And we want to write a new Chapter of Chocolate in Switzerland.

### **Two centerpieces of the Schoggifestival**

How much colonialism is there in Swiss chocolate? Who pays the true costs? Why is chocolate suitable for tasting? How do I make handmade chocolate with a metate? The program, which is the first centerpiece of the Schoggifestival ehrundredlich is now online and offers a variety of activities and workshops for all age groups.

The second centerpiece of the festival is the chocolate market of [25 exhibitors](#) with a selection of carefully crafted chocolate, cocoa products, political messages and scientific findings that offer insights into the diverse world of chocolate production and convince with their social and ecological responsibility. From the cocoa bean to the finished chocolate bar, there is a lot to discover and experience.

The Festival promises to be an experience for everyone who wants to learn more about the world of cacao. We therefore cordially invite you to join us on a journey through the world of chocolate. Here is an excerpt of what awaits us:

**Making chocolate from cacao:** Experience how chocolate is made from roasted Mexican cocoa beans by grinding them on a metate using the traditional Mexican method.

**Chocolate crash course:** Learn the most important facts and stories about chocolate in a compact course.

**Chocolate tastings and pairing:** Compare different chocolates and their flavors and try a wine with them.

**Discussions and workshops:** Take part in a workshop on anti-racism with Anja Glover and discuss the connection between colonialism and chocolate with the experts on the panel.

**Presentations and testimonials:** Learn more about the true cost of chocolate and hear about the success stories and challenges of tree-to-bar production.

**Children's program:** Children can take part in an Easter treasure hunt, make chocolate salami and drinking chocolate, have their faces painted and taste chocolate.

Tickets are available now. Visit our website to see the full program and secure your tickets.

We look forward to welcoming you to the Schoggifestival ehrundredlich.

For further information please contact:

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### **About the Schoggifestival ehrundredlich:**

The NGO *Good Chocolate Hub* organizes the Schoggifestival ehrundredlich as an annual event, which is taking place for the third time and is dedicated to promoting conscious consumption and sustainability in the chocolate industry. It provides a platform for a new generation of small cacao and chocolate producers, NGOs and research institutes, combining enjoyment with responsible action.

The Good Chocolate Hub is committed to tackling the problem of the highly conflictual cocoa supply chain for mass cocoa by providing education, offering enjoyment and

taste experiences, connecting people, advocacy and options for action for consumers and citizens.

Schoggifestival ehrundredlich: 24.3.24, from 10 am - 5 pm at the Kulturareal Mühle Tiefenbrunnen, Zurich.

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## 10 tips for a happy, chocolatey and more sustainable Easter

1. one chocolate bunny in the Easter nest is enough. But it should be fine, precious and, above all, carefully and sustainably produced.
2. raise political awareness and get involved: Because Easter bunnies contain political explosive power in Switzerland. For example, support political demands for more transparency, responsibility and due diligence in supply chains - cocoa is considered a conflict commodity and is traded and processed by five major Swiss corporations.
3. choose "bean-to-bunny" Easter bunnies and "bean-to-egg" chocolate gingerbread: These are a novelty - made by [exhibitors](#) who are at the Schoggifestival.
4. give away a fine chocolate bar or a chocolate subscription instead of or in addition to the bunny - from the suppliers [here](#).
5. willingness to pay the value that chocolate really has.
6. give chocolate in an unconventional form: as unsweetened drinking chocolate, as a "mole" or as juice made from the cocoa pulp
7. instead of a bunny, a donation or membership for organizations that work for more justice in the cocoa production chain can also be included in the Easter nest: Good Chocolate Hub, Caboz Action, Public Eye, UpDevelopment, WWF, Greenpeace or Coalition of Corporate Responsibility.
8. choose an Easter bunny that suits the person receiving the gift: In appreciation of the person, against food waste and, in a broader sense, against deforestation (unnecessary chocolate consumption leads to unnecessary deforestation)
9. keep in touch with conventional Easter bunny manufacturers and keep asking where exactly the cocoa they use comes from, what they are doing to combat human rights violations and deforestation and how they guarantee cocoa farming families a living income - actions that go beyond individual projects.
10. come to the Schoggifestival ehrundredlich and get in the mood for Easter with pleasure, reflection and all your senses.