

For Immediate Release
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DAGOBA

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Dagoba Announces New Products And Increased Distribution

Line and distribution expansions include several Fair Trade Certified items, representing the widest range of organic and Fair Trade Certified™ chocolate/cocoa products

This October, multiple award-winning Dagoba Organic Chocolate announces several new products and increased distribution of select additional items. All are available in attractive coordinated retail packaging suitable for gift giving, as well as bulk sizing for foodservice professionals and bulk bins. Most new products are also Fair Trade Certified - offering the perfect line extension for Fair Trade month, coordinated by TransFairUSA this October. All will be available for sampling and ordering at Natural Products Expo East.

Chocolate Covered Coffee Beans ~ NEW, Fair Trade Certified. Dagoba offers an awakening fusion of the finest organic chocolate and coffee by surrounding perfectly roasted coffee beans with a complementary chocolate blend, uniting these revered crops as nature has in the rainforest. In a 4 oz gable box and 5 lb bags.

Cacao Nibs ~ NEW. The heart of cacao, these lightly roasted and gently crushed cacao beans come from Ecuador, and express this origin's true terrior: hints of lavender, tangerine and berries with a strong chocolate finish. Great for snacks or baking, and rich with antioxidants and mood-boosting theobromine. In a 6 oz gable box and 5 lb bags.

Xocolatl Hot Chocolate ~ ("Choco-la'tl") NEW, Fair Trade Certified. Dagoba has added ground chilies and cinnamon to its award-winning Authentic Hot Chocolate to reincarnate the Aztecs' traditional cacao drink - used in rituals and regarded as liquid gold. One sip makes it clear why cacao is the "food of the gods." In an attractive 12 oz canister and 5 lb bags.

Authentic Hot Chocolate ~ Wider distribution, new packaging, Fair Trade Certified. Dagoba's original, "Best Organic Hot Chocolate" - American Culinary Institute, 2004. In a 12 oz canister and 5 lb bags.

"We are excited to be introducing several innovative, premium quality organic and Fair Trade Certified products while expanding the distribution of our current line. It has always been our goal to lead the industry into new realms of quality and social responsibility, and we are happy that increased numbers of distributors, retailers, and consumers are joining us in these efforts," says Founding Alchemist Frederick Schilling

All products are available direct from Dagoba, and through retailers and distributors nationwide. Interested distributors, retailers, coffee roasters, foodservice professionals, corporate gift buyers and consumers can contact Dagoba at oracle@dagobachocolate.com, 800-393-6075 or dagobachocolate.com. International inquiries: peter@dagobachocolate.com, Tel. +1 206-505-7988. ###

Unsweetened Hot Chocolate ~ NEW, Fair Trade Certified. This ultra rich and decadent treat for the cacao purist is made from the finest varietal cocoa liquor and powder - no added sugar. Also perfect for those looking for sugar free alternatives. In an appealing 8 oz canister and 5 lb bags. The hot chocolate trio makes a terrific gift!

ChocoDrops 73% ~ Wider distribution, Fair Trade Certified. Caribbean beans make these perfect for baking, pastry, or just snacking. Strong notes of cacao, with tones of fruit and nut on the finish. Made without soy lecithin. In an 8 oz pouch, and 5 and 44 lb bags.

Cacao Powder ~ Wider distribution, new packaging, Fair Trade Certified. A single bean origin cacao powder with a depth of flavor found only in the highest quality cocoa powders. In an appealing 8 oz canister container, and 5 and 25 lb bags.

Chocolate Syrup ~ Wider distribution, Fair Trade Certified. The only organic, Fair Trade Certified and corn-syrup free chocolate syrup on the market. Perfect for cafés, co-ops and natural retailers with coffee bars, as well as coffee roasters offering organic, fair trade, and specialty blends. In a 64 oz jug with a pump.

About Dagoba: Founded in 2001, Dagoba Organic Chocolate seeks to create the world's most exquisite organic chocolate, following the highest standards of ethics and ecological sustainability. All of Dagoba's products have been Certified Organic since the company began operations (making it the first US manufacturer to offer only Certified Organic chocolate and cocoa). The company also offers the widest range of Fair Trade Certified™ chocolate and cocoa products –including bars, baking essentials, hot chocolates and dragees - in retail and foodservice sizes. Dagoba has become the highest regarded organic chocolate on the market, rated “Best Organic Bars” by Food & Wine in 2001, World’s Best Chocolate” by CNN/Money and “Best Dark Chocolate” by the San Francisco Chronicle. Dagoba’s tantalizing offerings are made from the finest grade organic beans. All are Kosher and many are Fair Trade Certified by TransFair USA (transfairusa.org). The company is family owned and operated, and manufactures everything in small batches at its 100% organic facility- powered entirely by renewable energy.

