



FOR IMMEDIATE RELEASE

MIA launches Ghana Gold with official distribution with Empire Bespoke Foods Ltd

London, UK, April 29, 2022 – Ethical chocolate company MIA, short for Made In Africa, is set to be the only brand in the world to produce bean-to-bar chocolate in two African countries, expanding its impact and offering consumers a unique new range of flavours.

MIA was founded on the belief that communities across the African continent can improve their livelihoods by creating delicious value-added food products. In 2017, the brand launched a range of single origin and bean-to-bar chocolates in Madagascar, targeting specialty stores with unique vegan flavours that won five Great Taste Awards. The addition of the Ghana Gold, made start to finish in Ghana, gives MIA a unique position in the world of ethical chocolate as a pioneer of the made-in- Africa model.

Ghana Gold features a combination of classic dark bars, dairy milk flavours and vegan m!lk chocolate alternatives. The vegan m!lk chocolates feature cashews, a rare dairy substitute in the chocolate industry that normally uses oat or rice powder.

Co-founder Sarah Lescrauwaet explains, “Our goal is to join delicious flavours with extraordinary impact. Cashews are prized for their rich taste and farmers in Ghana grow the crop, allowing us to keep more value in the country. This combination of flavour and impact made cashews the perfect ingredient to create a silky smooth vegan m!lk chocolate.”

Ghana Gold will be made in partnership with ABOCFA, a Fairtrade and organic farmer cooperative in Suhum, and a local factory in Tema to craft chocolate with freshly harvested cocoa while keeping the entire value chain and chocolate in Ghana.

Co-founder Brett Beach reflects on the significance of the brand’s second made-in- Africa range: “As the world’s second largest producer of cocoa, Ghana should also be a formidable manufacturer of chocolate bars, but this is not the case. The country accounts for less than 1% of finished chocolate enjoyed around the world. We want to change this.

Cocoa farmers need to be supported, but we are not giving African communities a fair share of value if we limit our trade with them to raw ingredients. Europe moved beyond reliance on subsistence agriculture during the Industrial Revolution and we need to create trade relationships that give other nations the chance to achieve the same level of prosperity. The made-in-Africa trade model creates four times the economic impact of raw cocoa export and supports the skilled jobs in the chocolate making process. We believe this fair made model should be a new standard of Fairtrade.”

Ghana Gold will hit the market this October. Contact sales@empirebespokefoods.com for more information.



Related Info

Press Kit: Access brand information and a full selection of product, lifestyle and people pictures at:
https://urldefense.proofpoint.com/v2/url?u=https-3A_drive.google.com_drive_folders_1HBZX-2DkC9AQYMCEEwPdxNgsKTYqUGe-5FO8-3Fusp-3Dsharing&d=DwQGaQ&c=euGZstcaTDllvimEN8b7jXrwqOf-v5A_CdpgnVfiiMM&r=-B0h57O7P_EGRFk0xxYV9w41TRsQ5aJbehg29EhwVA&m=xon8yDAhN9RRKVNpjtAroi4L0cpZNXBWGRD17PZ-laQ&s=FW5InzXYTNmYL8zRQScXnZVGHbZgVzsLo-tZH-8k7CU&e=

Images of Ghana Gold farmer partners, ABOCFA: <https://we.tl/t-FiAV1Ne3nz> Ghana Gold

lifestyle photos: <https://we.tl/t-Tw0gk0vtCh>

About MIA – Made In Africa

Set up by a group of foodies with a shared passion for the African continent, its people, wildlife and natural ingredients, MIA, short for Made In Africa, is different from 99% of chocolate in the market. Part of just 1% of the world's chocolate made in Africa – the world's poorest continent and source of 70% of the world's cocoa – MIA provides local communities sustainable jobs, transfers skills and creates four times more revenue than the export of raw cocoa.

The entire bean-to-bar chocolate making process – including the roasting, shelling, grinding, tempering and even packaging – takes place at the source of the cocoa in Africa to utilise the freshest and best ingredients.

MIA is accredited vegan by the UK-based Vegetarian Society.

For further information on MIA, visit:

- www.miafoodie.com
- Instagram: www.instagram.com/miaflavour
- Facebook: www.facebook.com/miaflavour

About Empire Bespoke Foods

Empire Bespoke Foods is a leading UK importer and distributor of speciality foods for the retail, wholesale, and foodservice sectors. We are passionate about distributing specialist food products with authenticity and provenance from around the world.

A partner of choice for many prestigious food brands, we offer an unparalleled selection of products including traditional French lemonades, barbecue essentials and confectionery from the US, authentic Thai food, genuine German gingerbread, The UK's Number 1 Pickled Cucumber and more. For more information on Empire Bespoke Foods, visit our about us page.

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