



AskinosieTM
chocolate

NEWS RELEASE

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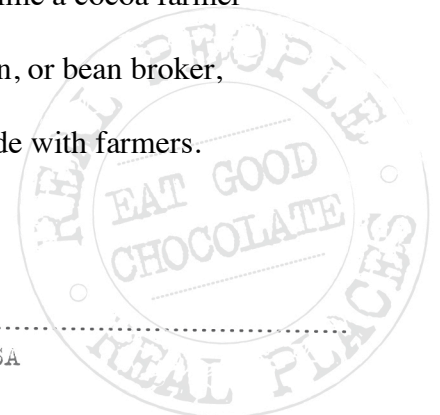
**Askinosie Chocolate Releases Its Newest Single Origin Chocolate Made With Cocoa Beans
From Tanzania**

Springfield, Mo. – On Friday, November 19, 2010, the folks at Askinosie Chocolate will officially release their newest chocolate bar: a smooth, earthy 72% dark chocolate made with cocoa beans sourced from a woman-led farmer group in Tenende, Tanzania.

For the last few weeks, Askinosie Chocolate's production team, along with some help from the Cocoa Honors students, have been roasting and molding the chocolate which will finally be available to the public this Friday. This chocolate bar marks a monumental occasion in an 18 month-long project for both Askinosie Chocolate and Cocoa Honors, a neighborhood outreach program designed to inspire teenagers about small business and social responsibility.

Last August, Shawn Askinosie, founder of Askinosie Chocolate, along with 13 high school juniors traveled to the village of Tenende, Tanzania to meet with the woman-led cocoa farmer group that they selected. This business exchange marked the first time a cocoa farmer group in Tanzania contracted with a chocolate maker without a middleman, or bean broker, which is something that Askinosie Chocolate prides itself upon: direct trade with farmers.

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Askinosie[™] chocolate

As part of the Cocoa Honors project, the students also raised \$15,000 to perform a service project in the community. With the aid of Maji-Tech Engineering Ltd., the students were able to drill a deep-water well that now provides potable water to the 2,000 citizens of Tenende.

Askinosie and the students received help for the duration of their project from Goodwill Ambassador to Tanzania, Doug Pitt, who was instrumental in advocating for the selection of Tanzania as Askinosie Chocolate's newest cocoa source. Ambassador Pitt says of the project, "This bar represents much more than great chocolate - it represents families in Tanzania becoming partners with Askinosie Chocolate and being able to sustain themselves and their community. With the addition of the water well that was donated, these actions collectively are literally life saving for some and life changing for thousands."

Askinosie Chocolate is a small batch chocolate manufacturer located in Springfield, Missouri, sourcing 100% of their beans directly from the farmers. Shawn Askinosie, founder and chocolate maker, travels to regions of Ecuador, Honduras, the Philippines and Tanzania to work directly with the farmers and source cocoa beans for his chocolate. This allows the chocolate to be traced to the source and labeled Authentic Single Origin Chocolate. It also enables Askinosie Chocolate to profit share with the farmers, giving them a Stake In the Outcome[™]. The Askinosie Chocolate mission is to serve their farmers, their neighborhood, their customers and each other; sharing the Askinosie Chocolate Experience by leaving the world a better place than they found it.

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