

# DREAMS DO COME TRUE: TONY'S CHOCOLONELY® IS BUILDING A CHOCOLATE FACTORY

(with a roller coaster)

Amsterdam, November 30th 2018 - A mega chocolate factory with a rollercoaster will be established and everyone can come in and visit. What once was nothing more than a dream, will now become reality. Tony's Chocolonely found a beautiful historical location on the border of Zaanstad and Amsterdam: Warehouse 'De Vrede', along the IJ and North Sea Canal. 'De Vrede' used to be a place for storage and trans-shipment of grain and seeds, such as cocoa. This was announced yesterday by Henk Jan Beltman, Chief Chocolate Officer, during the Tony's FAIR, the annual FAIR meeting at the Gashouder in Amsterdam, The Netherlands.



On November 13th of this year, Tony's Chocolonely took the first step in purchasing Warehouse 'De Vrede'. The surrounding area will become a public park and two new factories will be built to make chocolate and to produce the bars. In these factories chocolate will be produced according to the fully transparent Tony's Open Chain and the complete process will be visible for anyone.

## bowled over

It will be a total experience. A Tony's Chocolonely Chocolate Circus, where you can experience and learn everything about chocolate, the issues in the cocoa-industry and what Tony's Chocolonely does to resolve this. Tony's aims to welcome 500.000 chocofans on an annual basis. With a ride in the rollercoaster through the factory, Tony's hopes visitors will be bowled over by Tony's mission and will join them to help realize it. Making 100% slave free chocolate the norm in the industry is at the forefront of everything the organization does. National monument Warehouse 'De Vrede' will function as the Tony's Chocolonely headquarters and as

usual at Tony's, the door will always be open for everyone. The building will be a public space with restaurants, sports facilities and flex areas for impact organizations. The news was received very well yesterday, by a cheering crowd of thousands of attendees at Tony's FAIR.

### **more FAIR news**

In addition to the announcement about the Tony's Chocolonely Chocolate Circus, Beltman shared more good news at Tony's FAIR. The supermarket chain Albert Heijn will be the first to join Tony's Open Chain and will purchase cocoa for their brand Delicata, according to the five sourcing principles of Tony's Chocolonely. The collaboration is enabled by the biggest chocolate producer in the world Barry Callebaut and puts pressure on the rest of the chocolate industry to join. "From now on our impact is bigger than just our own chocolate. It's a first step and mark my words, many will follow. Together we make chocolate 100% slave free", as stated by Beltman.

### **milestones and setbacks**

Beltman also looked back at the Tony's annual FAIRreport 2017/2018 during his presentation. This recent fiscal year Tony's became market leader in chocolate bars in the Netherlands. Additionally, there was a continuance of the international expansion including a launch in Germany and Scandinavia. Great results and milestones, but there were also some setbacks. The budget revenue growth of 50% was not achieved, due to the long warm summer in the Netherlands, and international growth is taking more time than anticipated. Tony's Chocolonely grew 23% this recent fiscal year to a revenue growth of 55 million, of which 2.7 million euro was used to pay the additional premiums for the cocoa farmers and other impact expenses. Another setback that worries Tony's Chocolonely is the 'Initiatiefwet Zorgplicht Kinderarbeid' (Duty of Care - child labor), which has still not been given attention by the 'Eerste Kamer' (the Dutch Senate). Tony's Chocolonely worked really hard to get this legislation implemented and is developing new plans for a legal framework to make child labor and modern slavery a priority on the political agenda. More information and results from Tony's Chocolonely can be found in the attached annual FAIRReport 2017/2018.

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### **about Tony's Chocolonely**

Tony's Chocolonely was founded to ban modern slavery and exploitation in the cocoa industry. They're not an average company. But a chocolate company that wants to solve a social problem in the world. Since its founding by the makers of the Dutch television program 'Keuringsdienst van Waarde' in 2005, Tony's Chocolonely has been fighting for slave-free chocolate. They not only want to make their own chocolate 100% slave free, but all chocolate worldwide. They buy the cocoa beans directly from partner cooperatives in Ghana and Ivory Coast and work closely with them. This is how they set the example that chocolate can be made differently. And so, they inspire others to follow them. And you can participate too. The more people choose slave-free chocolate and share Tony's story, the sooner 100% slave-free chocolate becomes normal.

**[www.tonyschocolonely.com](http://www.tonyschocolonely.com)**



↑ crazy about chocolate,  
serious about people