

# Premium confectionery brand set for DFTR debut



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As well as expecting high quality products, consumers today demand that brands behave in a caring and sustainable manner and make a positive contribution to the world. Joseph's is this kind of brand. Its chocolates are good for the planet, cocoa farmers and their children.

Joseph's is produced in the heart of Brussels, by Manufacture Belge de Chocolats, a division of Godiva Japan. Not only are all ingredients 100% natural, all of its chocolate is sourced through the Cocoa Horizons Foundation, which aims to improve the livelihood of cocoa farmers and their communities through the promotion of sustainable, entrepreneurial farming and community development.

Sustainability and social responsibility also strongly influence Joseph's packaging design. Avoiding the use of superfluous elements, its cardboard and paper are FSC-certified and 100% recyclable. Where used, its plastic is made from 80% recycled material and is in turn 100% recyclable.