Tony's Chocolonely and Gebr. Heinemann launch exclusive TR gift item to support the cocoa industry

With every purchase of the item €1 (US$1.17) goes directly to the Chocolonely Foundation of Tony’s Chocolonely, supporting cocoa farming communities in Ghana and Côte d’Ivoire

Tony’s Chocolonely is an impact company that makes chocolate, its vision is to end exploitation in the cocoa industry. It joined forces with global travel retailer Gebr. Heinemann to launch an exclusive 8-pack chocolate bar at select travel retail locations across Europe. The new item was available for in-store purchase during Heinemann’s “Sustainable Promise Month" in July.

The gifting item consists of eight different small bars and contributes to Tony’s rainbow assortment and classic flavors: milk caramel sea salt (x2), milk (x2), dark, dark almond sea salt, milk hazelnut and milk nougat. With every purchase of the item €1 (US$1.17) goes directly to the Chocolonely Foundation of Tony’s Chocolonely, supporting cocoa farming communities in Ghana and Côte d’Ivoire.

The Chocolonely Foundation supports Tony’s mission by focusing on activities that fall outside the direct cocoa supply chain to create long-term, systemic change in cocoa-growing communities. Each purchase of this exclusive item helps fund projects that promote:

- Decent livelihoods and economic resilience
- Access to quality education
- Good health and wellbeing
- Climate resilience

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- Gender equality and youth empowerment

“We truly value our partnership with Tony’s Chocolonely and are excited to further expand our collaboration in the future – together, we aim to drive positive change in travel retail and beyond,” says Rüdiger Stelkens, Director Purchase (Liquor, Tobacco, Confectionery) at Gebr. Heinemann.

“Every euro donated helps us invest directly in projects – from education and healthcare to climate resilience and gender equality. Thanks to this collaboration, travelers aren’t just buying chocolate – they’re contributing to building a fairer future for cocoa-growing communities in Ghana and Côte d’Ivoire,” says a representative of the Chocolonely Foundation.

To learn more about the foundation, visit: https://www.chocolonelyfoundation.org

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