

## **MEDIA RELEASE**

Good Chocolate Hub – Schoggifestival ehrundredlich 2025: Focus on Deforestation and Sustainable Chocolate Production

Zurich, March 27, 2025

## **The Schoggifestival celebrates honest chocolate and questions the conventional chocolate industry**

On April 13, 2025, the Schoggifestival ehrundredlich will open its doors for the fourth time at the Mühle Tiefenbrunnen cultural area in Zurich (10 AM – 6 PM). The Good Chocolate Hub invites you to rediscover the world of cocoa and chocolate – this time with a focus on deforestation. The festival's centerpieces are the diverse chocolate events and the chocolate market featuring small-scale producers – both catering to industry experts and chocolate enthusiasts.

### **Why a new generation of chocolate?**

The conventional chocolate industry faces significant challenges: cocoa farming destroys forests, threatens biodiversity, and exacerbates the climate crisis. At the same time, many cocoa farmers struggle for fair incomes despite seemingly high market prices. The festival presents an alternative – a generation of producers who combine social justice, environmental protection, and enjoyment.

### **Highlights of the 2025 Festival:**

- **Chocolate Market:** Over 25 exhibitors will showcase sustainably produced chocolate, cocoa products, and solutions to combat deforestation.
- **Program Highlights:**
  - **Lectures & Discussions:** How are cocoa farming and deforestation connected? What role does the new EU Deforestation Regulation (EUDR) play?
  - **Guests from Ghana:** Jeanne Donkoh (Bioko Treats), Issifu Issaka (cocoa farmer & activist), and Nana Aduna (Ohene Cocoa) will share firsthand experiences.
  - **Workshops & Tastings:** From bean-to-bar production to chocolate pairings.
  - **Children's Program:** Face painting, treasure hunt, and decorating your own chocolate.

### **A Festival with Vision**

"We want to show that chocolate can be produced without exploiting humans and

nature," says the Good Chocolate Hub. The festival combines enjoyment with political education – from cultivation to the table.

#### Tickets & Program

→ Secure your tickets now and explore the full program at [schoggifestival.ch](https://schoggifestival.ch).

#### Media Contact:

Andrea Hüsser

[ahuesser@goodchocolatehub.org](mailto:ahuesser@goodchocolatehub.org) | +41 79 608 29 31

Quotes or image material available upon request.

#### **About the Schoggifestival ehrundredlich**

The Good Chocolate Hub organizes the Schoggifestival ehrundredlich as an annual event, now in its fourth year, dedicated to promoting conscious consumption and sustainability in the chocolate industry. It provides a platform for a new generation of small cocoa and chocolate producers, NGOs, and research institutions, combining enjoyment with responsible action.

**The Good Chocolate Hub** addresses the highly conflictive cocoa supply chain for mass cocoa by offering educational programs, providing enjoyment and taste experiences, networking people, advocating for change, and offering action options for consumers and citizens.

Schoggifestival ehrundredlich: April 13, 2025, from 10 AM – 6 PM at the Kulturareal Mühle Tiefenbrunnen, Zurich.