Endangered Species Chocolate Celebrates 20 Year Anniversary by Collaborating with the Rainforest Alliance and Non-GMO Project for Natural Dark Chocolate Line

INDIANAPOLIS – Endangered Species Chocolate (ESC) is celebrating its 20th year anniversary by featuring two new seals on its popular natural dark chocolate line. All of the company’s natural dark chocolate will now be Non-GMO Project Verified and contain cocoa from Rainforest Alliance Certified (TM) farms. These two new seals further demonstrate the company’s commitment to sustainability.

ESC teamed up with the Non-GMO Project to extend its Non-GMO Project verification to its natural chocolate line. Its organic dark chocolate line was the company’s first to be Non-GMO Project Verified. In obtaining this second verification ESC solidifies its commitment to providing its consumers with chocolate that contains high quality ingredients.

“It took some time to find quality non-GMO ingredients for our natural dark chocolate line”, says Kelly Meinken, Director of Marketing for Endangered Species Chocolate. “We’re grateful to the Non-GMO Project who helped us achieve verification.”

ESC also extends its collaboration with the Rainforest Alliance to its natural line. Rainforest Alliance certification promotes the well-being of workers and helps their communities to adopt better farming practices. Certified farms curb deforestation, conserve soil and water, reduce waste and minimize use of agrochemicals. Rainforest Alliance certification also supports the safety, rights and well-being of smallholder farmers and their families.

This announcement coincides with the company’s 20th year anniversary. The company was established in 1993 in Talent, Ore., and after moving to Indianapolis in 2005 it increased its product production thanks to new equipment that enhanced efficiency.

"It’s amazing how much ESC has grown over the past 20 years,” says Meinken. “The company is now a top ranked chocolate manufacturer in the natural category. Increased sales coupled with improved efficiency translate into larger donations to our 10% GiveBack partners, African
Wildlife Foundation and The Xerces Society.”

The natural dark chocolate bars will feature both seals on the wrapper so they will be easily identifiable to consumers. For more information or to purchase the bars visit www.chocolatebar.com.

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About Endangered Species Chocolate
Indianapolis-based Endangered Species Chocolate is a mission-driven company that is passionate about chocolate and the environment. Endangered Species Chocolate is committed to providing chocolate-lovers with premium, natural and organic chocolates that are ethically traded and sustainably grown. Adding to the impact of each chocolate bar, Endangered Species Chocolate donates 10—percent of net profits to fund species and habitat conservation. A top selling brand in the natural food category, Endangered Species Chocolate offers more than 30 products. For more information, visit www.chocolatebar.com

The Non-GMO Project is a non-profit multi-stakeholder collaboration of individuals and businesses committed to preserving and building sources of non-GMO products, educating consumers, and providing verified non-GMO choices. More information can be found at www.nongmoproject.org, and at www.facebook.com/nongmoproject.

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