

ACTIVISTS. CUSTODIANS. CONNOISSEURS.

Chocolate Foodprint 2025

CHOCOLATE FOODPRINT 2025

Every year, we see firsthand how preserving cacao forests, building a climate-friendly supply chain, ensuring fair compensation, and empowering Indigenous communities creates lasting change. With the support of our customers, partners, and cacao growers, we're turning these commitments into action.

The Chocolate Foodprint 2024 is our ongoing promise to do better – for people and the planet. Our goal? To leave behind only light footprints, thriving forests, and a world filled with strong communities.


ORIGINAL
BEANS

TASTE THE RARE
PRESERVE IT

PRESERVE THE RARE

CHOCOLATE IS
A CHANGEMAKER.
WE ARE CACAO
ACTIVISTS.

NINE

rare cacao varieties regrown,
in agroforestry cacao forests

1.99M

trees grown

17,061

tons of CO² drawn down

DISCOVER THE RARE

CHOCOLATE IS
COMMUNITY.
WE ARE CACAO
CUSTODIANS.

3,990

farmers trained, of which
1,624 are women

3.4x TO 5.2x

living income

53.97

tons of beans
processed in origin

TASTE THE RARE

CHOCOLATE IS
A TASTE OF ORIGIN.
WE ARE CACAO
CONNOISSEURS.

16

fermentation and
drying centres

ZERO

additives, lecithin or vanilla

24,860

beans cut for quality testing

Our Chocolate Foodprint 2025

ACTIVISTS. CUSTODIANS. CONNOISSEURS.

Each year since 2017, we've measured our Foodprint to understand how protecting cacao forests, building climate-friendly supply chains, paying farmers fairly, and supporting Indigenous communities creates real, lasting change.

Together with our customers, partners, and growers, we turn these commitments into action.

Our **Chocolate Foodprint 2025** is our promise to keep improving — for people and the planet — leaving behind lighter footprints, thriving forests, and stronger communities.



CHOCOLATE IS A CHANGEMAKER. WE ARE CACAO ACTIVISTS.

Our vision for
future generations.
Preserve the Rare.

 ORIGINAL BEANS



PROTECTING NATURE & CLIMATE

4,488

Hectares of agroforestry
growing our beans

2,013,200

Trees grown

20,157

Tons of CO2 drawn down

CHOCOLATE IS COMMUNITY. WE ARE CACAO CUSTODIANS.

Our passion for making
positive impact.
Discover the Rare.

 ORIGINAL BEANS



MAKING SOCIAL IMPACT

4,001

Farmers trained of which
1,011 are women

3x - 6.9x

Above living income

105.17

Tons of beans processed in origin

CHOCOLATE IS A TASTE OF ORIGINS. WE ARE CACAO CONNOISSEURS.

Our commitment
to quality.
Taste the Rare.

 ORIGINAL BEANS



**PRESERVING
TASTE & QUALITY**

10

Rare cacao varieties preserved
in cacao forests

ZERO

Additives, no lecithin, no
vanilla

46,320

Beans checked by hand

MEASURING OUR IMPACT, MEASURING YOUR IMPACT.

Together, 100% regenerative.

3 Core Pillars

Climate and Nature

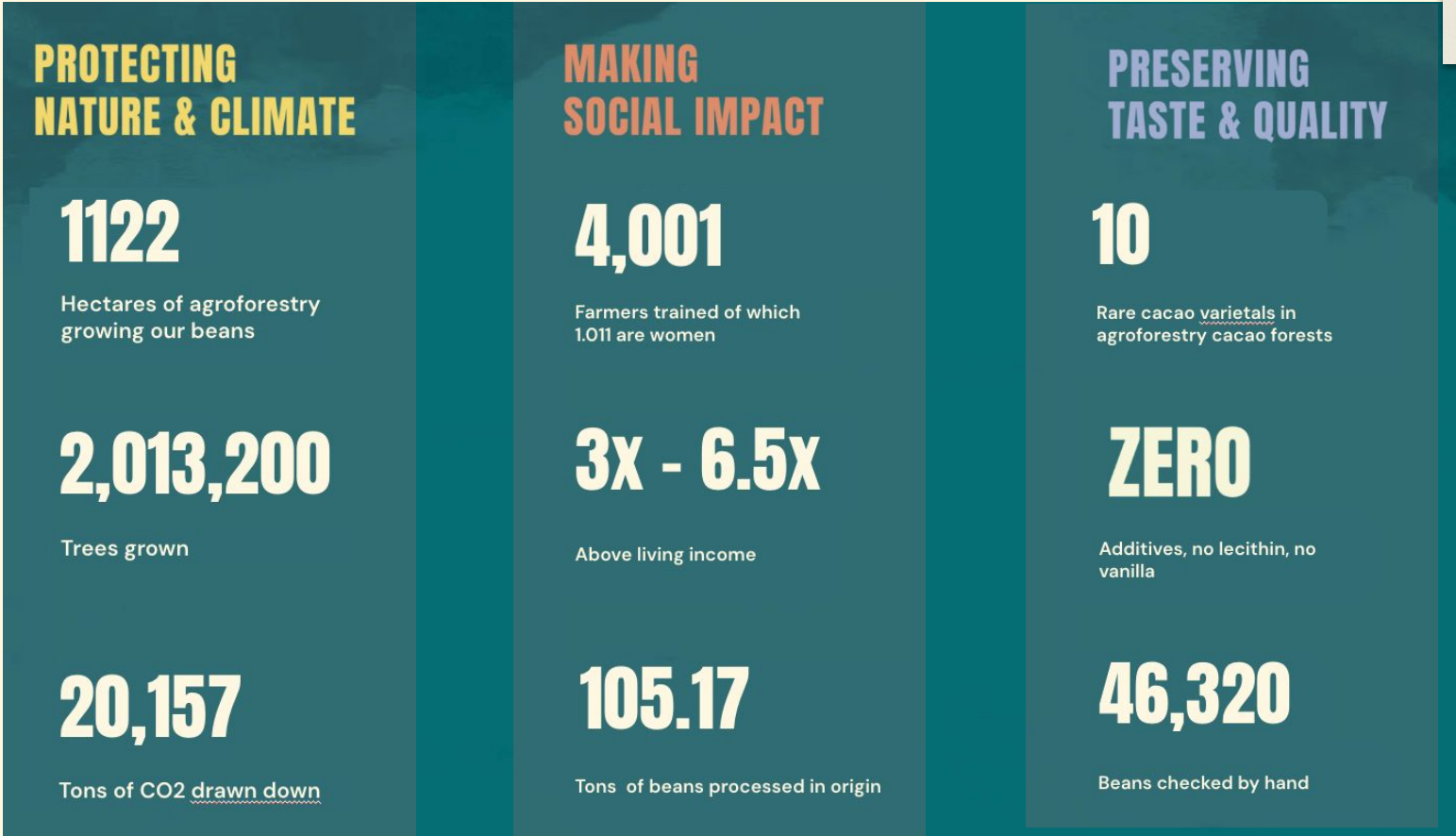
WE ARE CACAO ACTIVISTS

Social Impact

WE ARE CACAO CUSTODIANS

Quality and Preservation

WE ARE CACAO CONNOISSEURS



Your Chocolate Foodprint 2025

Your impact. Made visible

We calculate a tailor-made **Foodprint 2025** report based on your actual use of Original Beans products.

You receive:

- Personal impact metrics (trees restored, CO₂ captured, biodiversity supported)
- Verified data for your own storytelling
- A clear way to show your guests, customers, partners, and your community the difference you make

Every creation contributes to regeneration.



Let's Tell this Story together.

Your business. We support. Your customers connect.

What this activation gives you

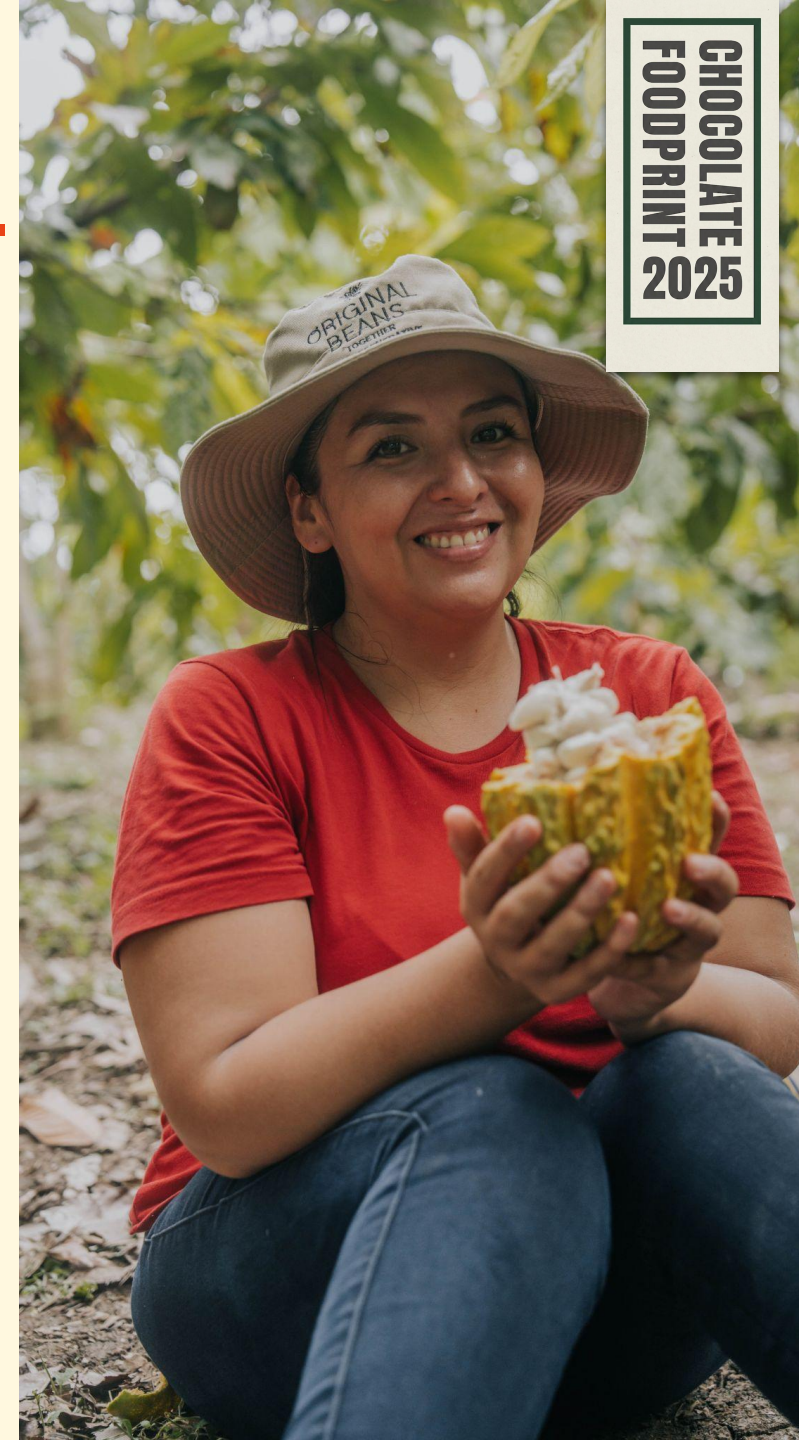
- A credible reason to choose Original Beans (beyond taste)
- Human Origin stories that elevate your craft
- Tools that add value without adding workload
- A clear narrative to justify premium positioning

What happens next

- We create your personalised Foodprint & Origin Toolbox
- We align on what fits your business and customers
- You activate it in your own voice, when it makes sense

The bigger picture

Together, we turn exceptional chocolate into a story of people, place and impact.



Your Foodprint 2025 & Origin Toolbox

A ready-to-use storytelling kit, created by Original Beans for you
Available on our Dash platform

CHOCOLATE
FOODPRINT
2025

Digital storytelling

Social media visuals and captions

- Origin-specific content (people, places, cacao)
- Short, chef- and maker-friendly language

Website / webshop text block

- Explains why you choose Original Beans

Newsletter content

- One ready-written paragraph
- Optional longer version for deeper storytelling

Print-ready POS assets

Menu line or footnote suggestions

- Subtle, elegant references to origin and impact

Table, counter or display card

- Small format, premium look
- Clear explanation in one glance

QR code

- Direct link to Original Beans Foodprint 2025 and Origin story

DISCOVER THE RARE

CHOCOLATE IS A CHANGEMAKER. WE ARE CACAO CUSTODIANS.

MAKING SOCIAL IMPACT

3.4x to 5.2x
living income paid to cacao growers

441,943
cacao beans sourced through direct trade partnerships at origin

TASTE THE RARE

CHOCOLATE IS A TASTE OF ORIGIN. WE ARE CACAO CONNOISSEURS.

PRESERVING TASTE & QUALITY

ZERO
additives, lecithin or vanilla

648
kg of premium-quality chocolate proudly purchased

CHOCOLATE FOODPRINT 2025

Chocolaterie

236.420
trees grown

441,943
cacao beans sourced through direct trade partnerships at origin

ZERO
additives, lecithin or vanilla

343 7 18 minutes ago

gourmetchocolates Together with @originalbeans...

CHOCOLATE FOODPRINT 2025

Chocolaterie PHK

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ORIGINAL BEANS

TASTE THE RARE PRESERVE IT

PRESERVE THE RARE

CHOCOLATE IS A CHANGEMAKER. WE ARE CACAO ACTIVISTS.

PROTECTING NATURE & CLIMATE

1,414
trees grown

4,077
kg of CO² drawn down

A lush, green forest landscape with thick mist or fog rising from the trees, creating a serene and atmospheric scene. The trees are dense and varied in height, with some taller trees standing out against the misty background.

CHOCOLATE FOODPRINT 2025

THANK YOU.