Duo Penotti commits to sustainably sourced UTZ CERTIFIED cocoa

Amsterdam, August 29 – UTZ CERTIFIED is proud to announce that Duo Penotti, one of the leading companies in the (chocolate)spread category in the Netherlands, joined the UTZ CERTIFIED program and will source cocoa certified by UTZ for their Duo Penotti hazelnut chocolate spread.

Interest in certified cocoa has grown as more and more chocolate brands seek assurance that the cocoa they buy is of consistent quality, the volume they require is available (also in the future) and it has been produced in an ethical and responsible way. “We have seen the willingness of leading companies to invest in and commit to sustainability grow strongly the last couple of years.” said Han de Groot, Executive Director of UTZ CERTIFIED. “We are excited to welcome Duo Penotti as part of the UTZ CERTIFIED cocoa program. With the commitment of Duo Penotti UTZ CERTIFIED reaches a new milestone; reaching the new category product group of chocolate and hazelnut spreads, and creating opportunities for cocoa producers worldwide to better market their product and improve their livelihoods.”

“Duo Penotti is recognizable and appealing A-brand which is widely known in the Netherlands and abroad. To be able to guarantee the quality of Duo Penotti it is of crucial importance to use only the best ingredients. To be able to also guarantee this quality in the future, Duo Penotti has decided to work together with UTZ CERTIFIED. This sustainability program focuses on responsible production and a constant and good quality of cocoa. This is done by training farmers to improve their agricultural practices, increase production volume and product quality. This ultimately leads to a durable future for these farmers with improved livelihoods,” says Mark Verhallen, Commercial Director Duo Penotti. “Sustainability is an important theme within our organization and we are continuously looking for ways to further integrate this theme. We for example look for sustainable solutions for our packaging and the ingredients we use for our brands. The choice for UTZ CERTIFIED cocoa is a logical step. This way, the loyal Duo Penotti consumer can enjoy his favorite chocolate spread and contribute to a sustainable world at the same time.”

Duo Penotti and UTZ CERTIFIED work closely together on informing consumers about the importance sustainability. The different Duo Penotti formats will carry the UTZ CERTIFIED logo and a booklet containing background information on sustainable cocoa. Furthermore, a new website www.penotti.nl has been launched to elaborate further on the cooperation between Duo Penotti and UTZ CERTIFIED.

About Duo Penotti
Duo Penotti, the familiar brown and white chocolate spread is one of the largest brands in the category spreads. The brand is well known in the Netherlands an popular amongst children and adults. Duo Penotti has been on the market since 1988. Duo Penotti only uses the best, natural ingredients in its recipe. At this moment the organization is working on a completely sustainable assortment. The choice for UTZ CERTIFIED fully meets this sustainable strategy.

About UTZ CERTIFIED
UTZ CERTIFIED Good Inside is a market oriented sustainability program and is one of the largest programs for sustainable coffee. Besides coffee, UTZ CERTIFIED has developed sustainability models for the production of cocoa and tea, and offers traceability services for palm oil. Within the UTZ CERTIFIED program farmers are trained to use cost efficient and environmentally and socially responsible farming practices. Examples of this are a sustainable use of land, the exclusion of environmentally harmful pesticides and the compliance with labor laws. This way farmers become professional and responsible entrepreneurs and sustainable agricultural supply chains can be achieved. The industry takes responsibility by demanding and sourcing sustainably grown products. Consumers can enjoy their favorite brand whilst knowing it was produced in a way which meets their standard for social and environmental responsibility. More information: www.utzcertified.org.
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