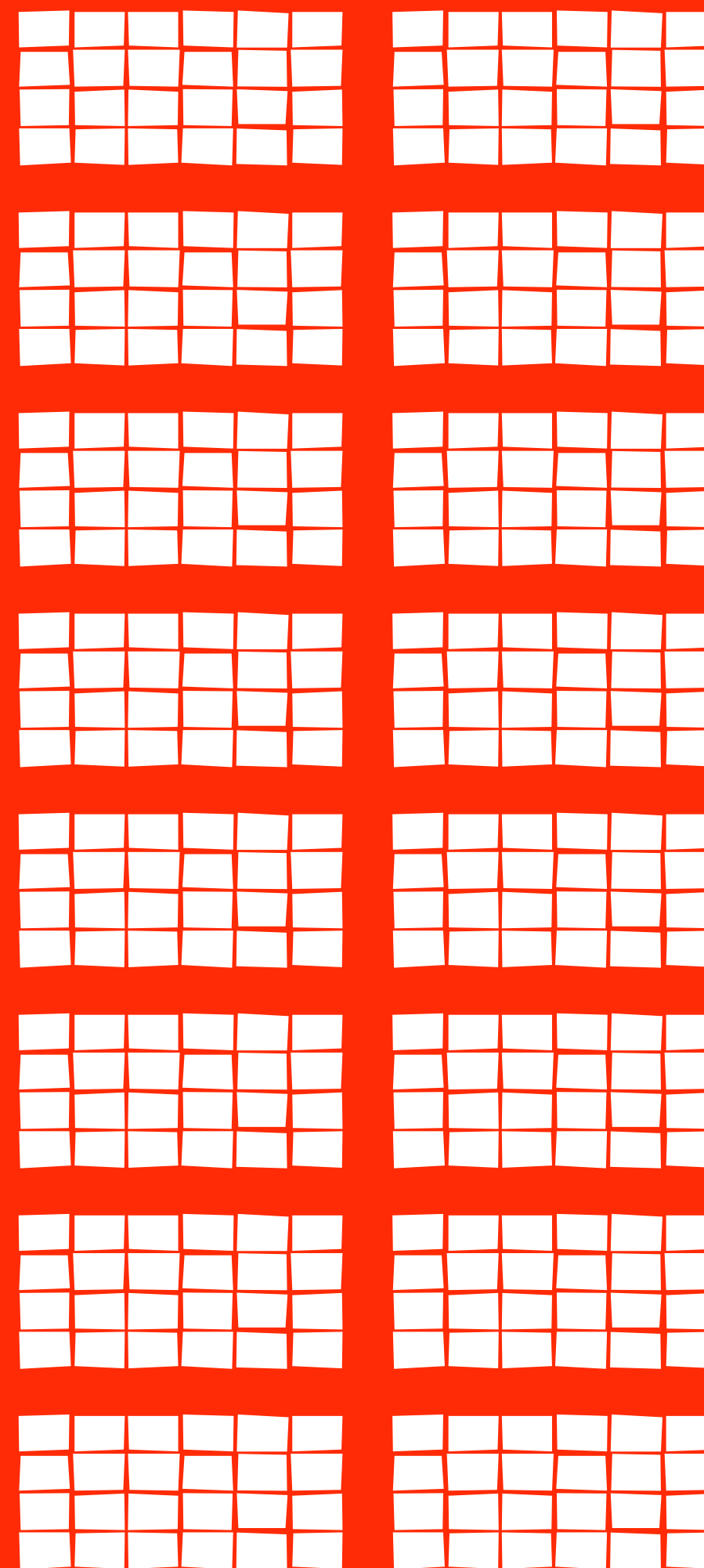
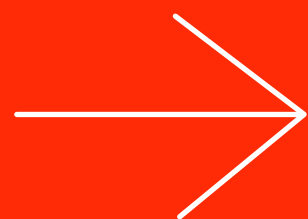
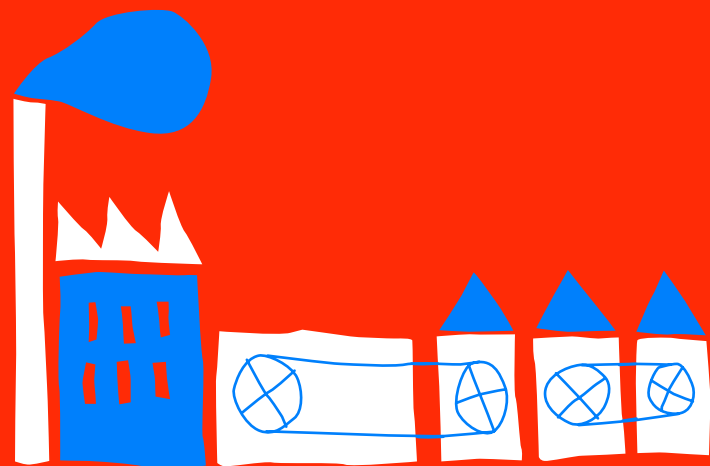
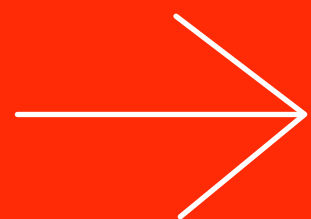
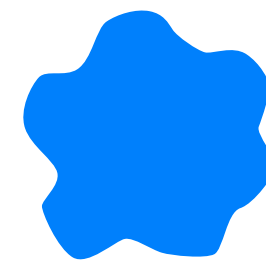


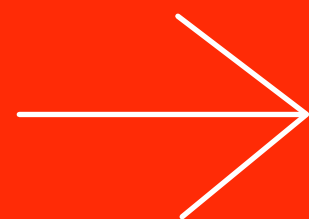
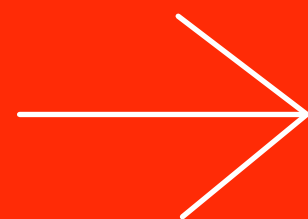
**TONNY'S**  
**CHOCOLONELY®**

Arjen Boekhold



**HARKIN  
ENGEL  
PROTOCOL**





“If you think you’re too small to have an impact, try going to bed with a mosquito in the room”

Anita Roddick

**CRAZY ABOUT CHOCOLATE,  
SERIOUS ABOUT PEOPLE**

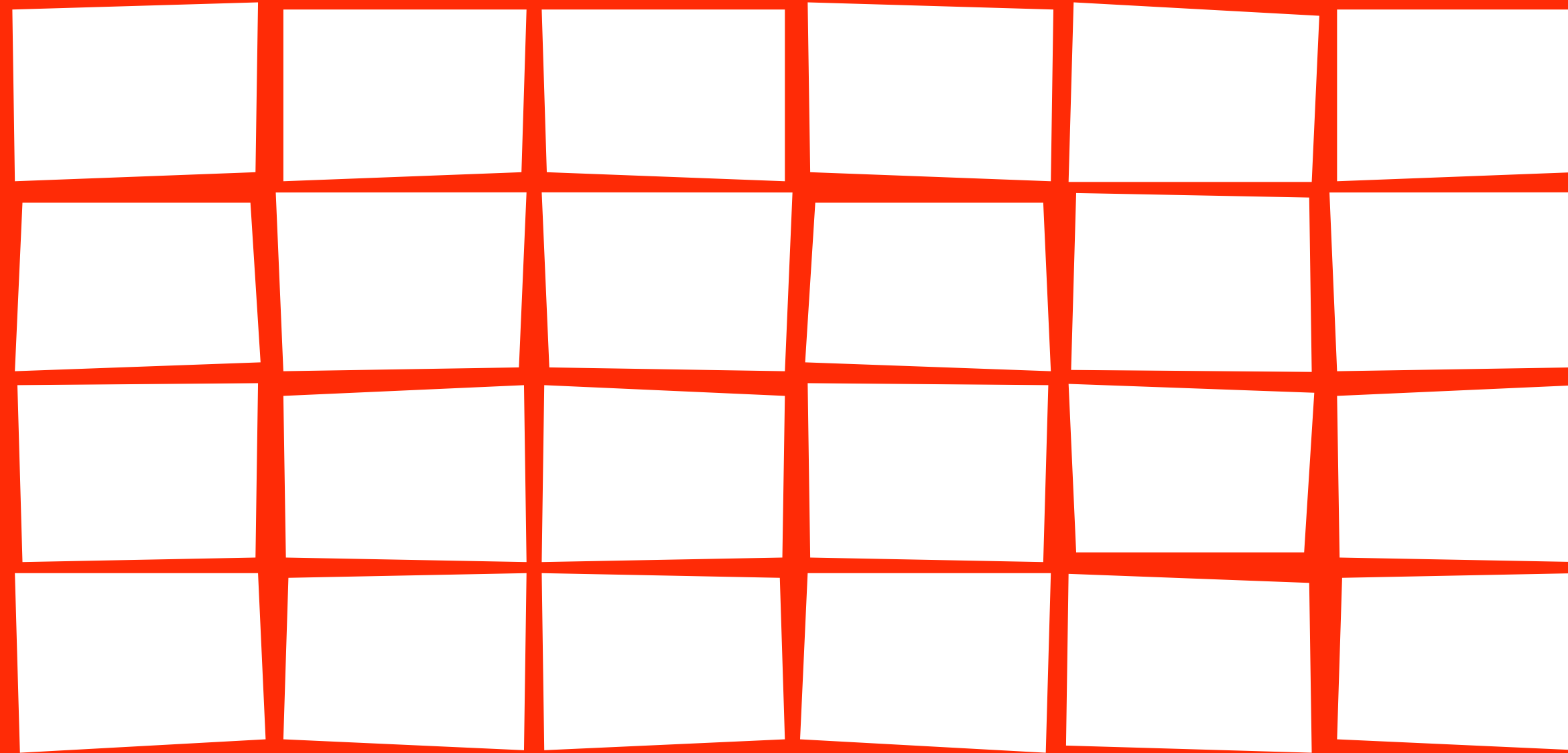
create awareness

lead by example

inspire to act



# equally divided



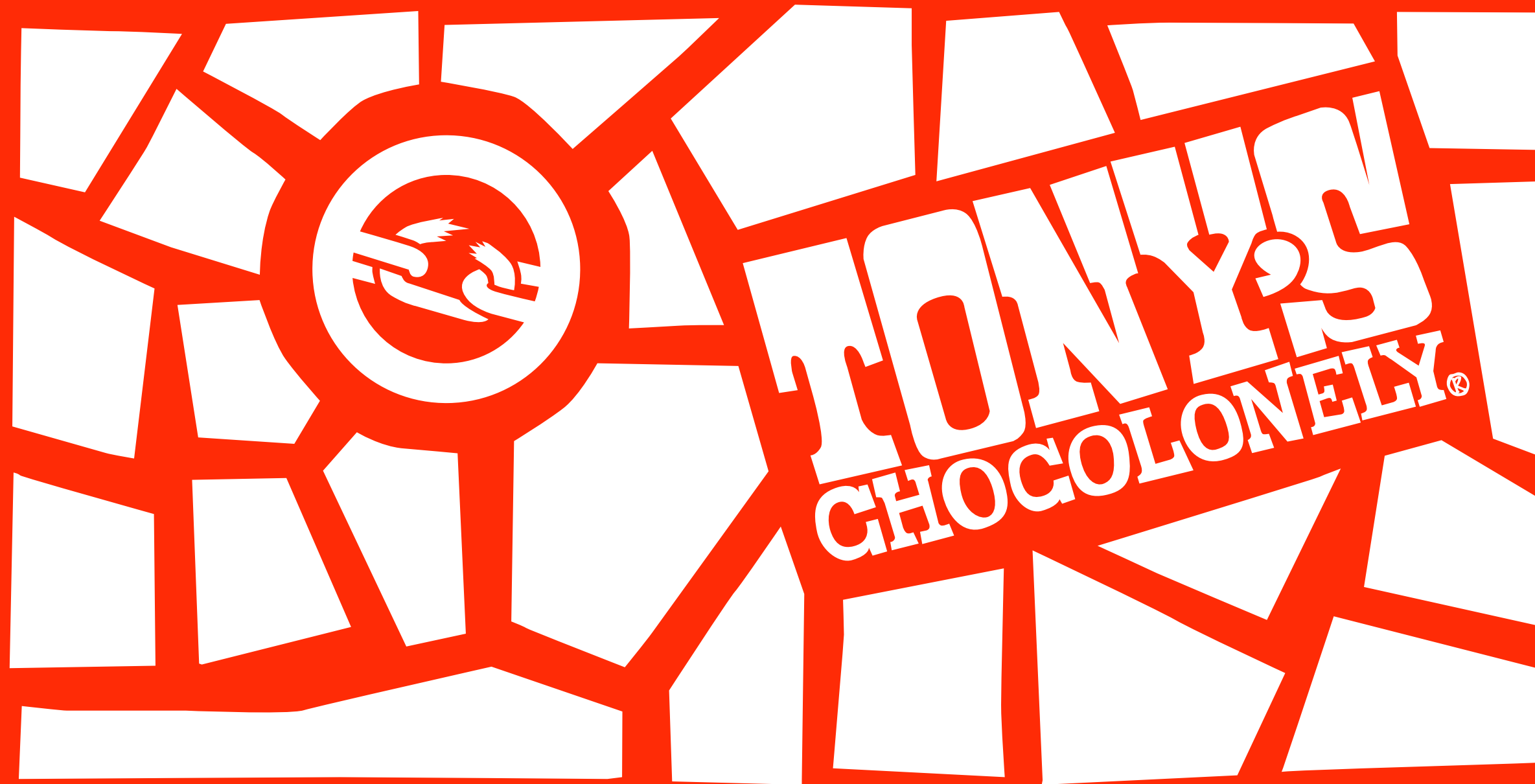
**create awareness**

**lead by example**

**inspire to act**



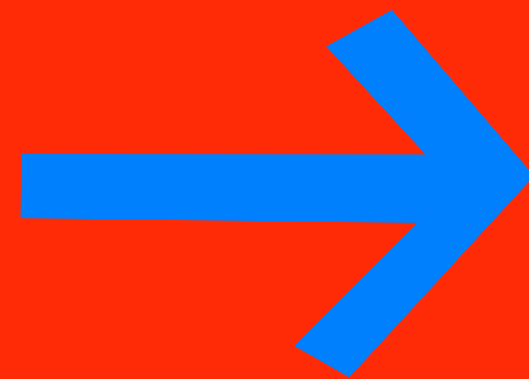
unequally divided



create awareness

lead by example

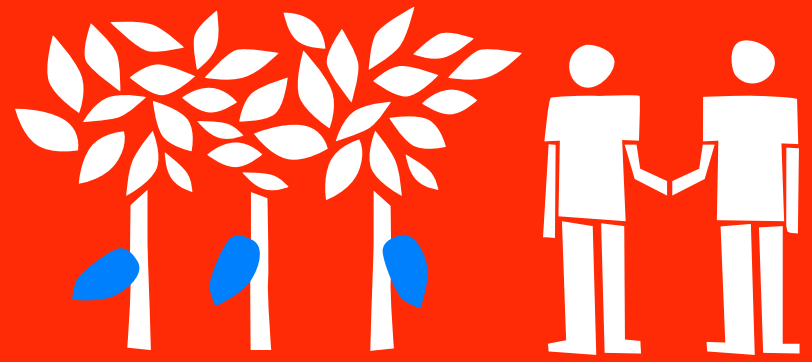
inspire to act



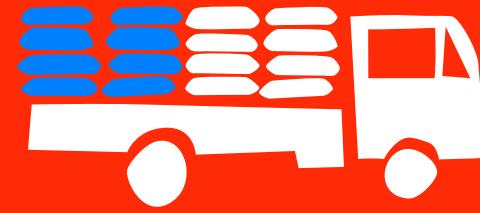
**create awareness**

**lead by example**

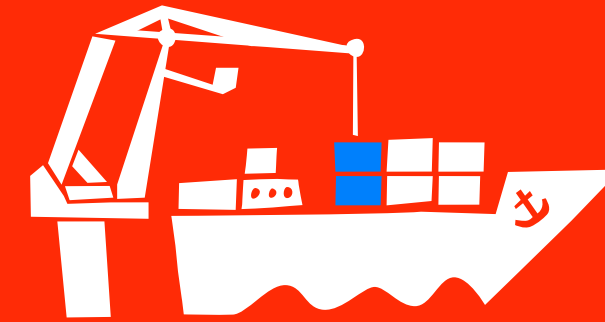
**inspire to act**



Tony's coops:  
 ABOCFA (Ghana)  
 ECOOKIM (Ivory Coast)  
 Suhum Union (Ghana)



Tony's beans  
 stored and  
 transported  
 separately



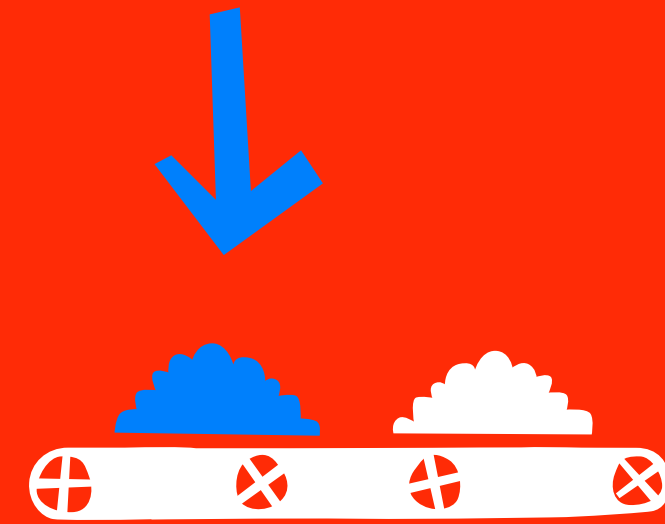
Tony's trader:  
 Cocosource

# OUR WAY OF MAKING CHOCOLATE

payment of a better price  
 and contribution to  
 Chocolonely Foundation



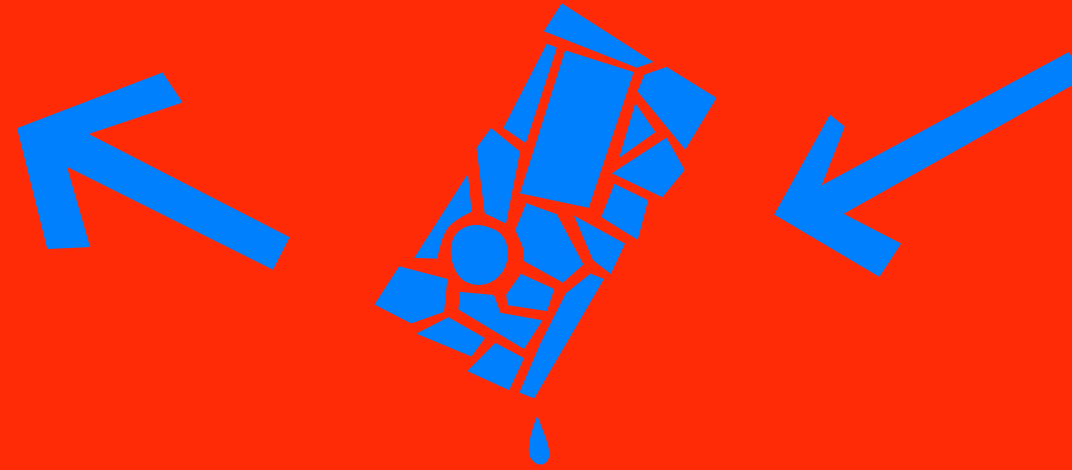
Tony's  
 bean-to-bar  
 tablet



Tony's  
 chocolate maker:  
 Barry Callebaut



cocoa butter, sugar  
 and possibly other  
 ingredients



Tony's unequally  
 divided tablet  
 producer: Althaea



inclusion per flavour  
 (hazelnuts, nougat, etc.)

create awareness

lead by example

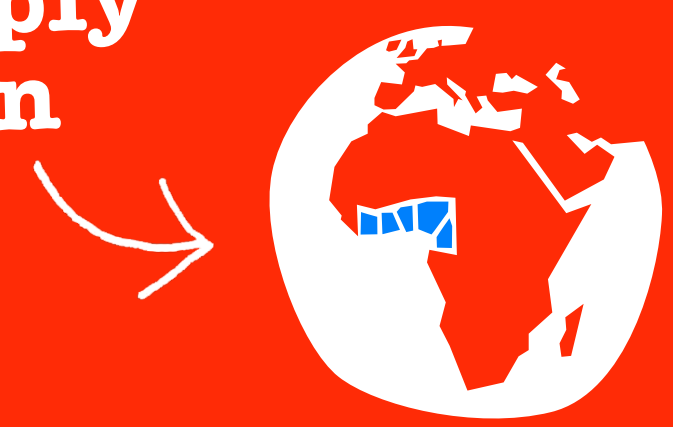
inspire to act

1. het product

2. het merk



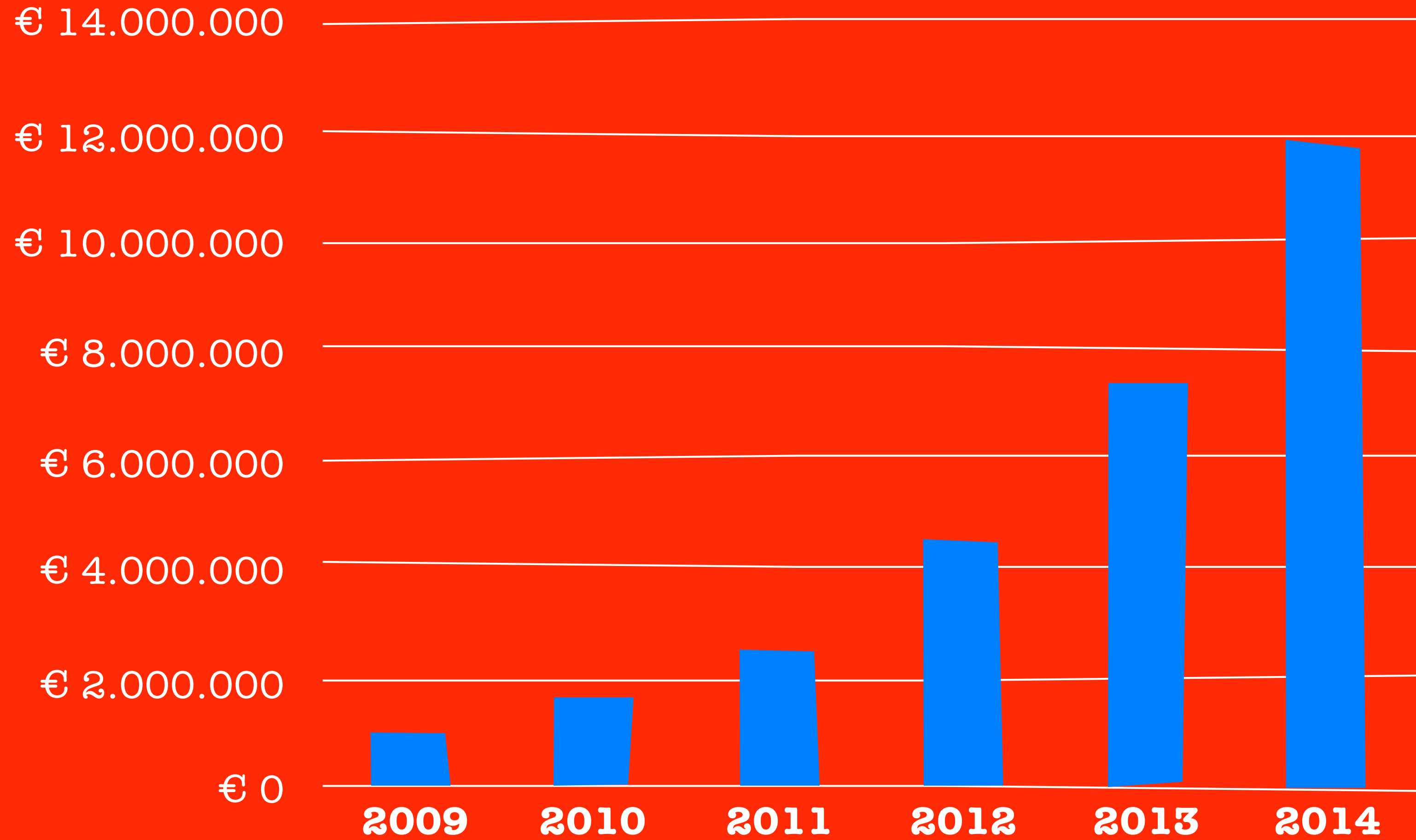
3. supply chain



create awareness

lead by example

inspire to act







puur 70% puur 70% puur

TONY'S  
CHOCOLONELY®

op weg naar 100% slaatvrije chocolade  
Tony's Choco



460.000