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FOR IMMEDIATE RELEASE

**GUITTARD CHOCOLATE CHIPS FOR BAKING AND EATING
ARE NOW FAIR TRADE CERTIFIED™
AND INCLUDE AN ORGANIC OFFERING**

*Non-GMO, Peanut-free, Gluten-free, Soy-free
Organic and Fair Trade: Akoma Extra Semisweet 55% Cacao
Fair Trade: Semisweet, Extra Dark, Milk, Choc-au-Lait and Super Cookie*



Burlingame, CA, April 2017 — Family-owned Guittard Chocolate Company, expertly crafting chocolate in the San Francisco Bay Area since 1868, is proud to announce that its line of chocolate chips for both baking and eating are now Fair Trade Certified™ by Fair Trade USA. Moreover, with the introduction of the organic Akoma Extra Semisweet 55% cacao chips, Guittard has added a certified Fair Trade *and* USDA Organic chocolate chip option to its product line, demonstrating its ongoing commitment to offering sustainable and delicious products to consumers.

Guittard Chocolate Baking Chips have been a pantry staple since the company started making them in the 1950s. When Gary Guittard, fourth-generation CEO and chocolate maker, joined the family company in the 70s, he saw an untapped demand for a higher quality, higher flavor chocolate chip. He set to work reformulating the chips, sourcing new beans and creating new blends. The Guittard chocolate chip line was launched in 1978 in distinctive foil bags and immediately became an iconic and essential ingredient for both home and professional cooks.

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Guittard prides itself on working tirelessly to improve the quality, consistency and sustainability of its products. In 2014, Guittard led the industry by embarking on a mission to replace soy lecithin with sunflower lecithin across all its product lines. Today, Guittard chocolate baking chips are guaranteed non-GMO, peanut-free, gluten-free, soy-free, and Fair Trade Certified™, with a Fair Trade and Organic certified offering.

“Fair Trade USA applauds Guittard’s continued leadership in the cocoa industry,” says Paul Rice, President & CEO of Fair Trade USA. “Their new line of Fair Trade Certified™ chocolate baking chips demonstrates the company’s passion for bringing sustainable options to their customers where they shop.”

“Offering Fair Trade products is an important way for us to ensure that cocoa farmers receive a fairer price, and invest in their communities and in their growing practices,” says Gary Guittard. “Certification represents our ongoing commitment to improving the livelihoods of the farmers we work with while producing a great-tasting product that consumers can feel good about purchasing.”

Guittard Fair Trade Certified™ Chocolate Baking Chips are available in six varieties:

Extra Dark Bittersweet Chocolate Chips 63%: The red bag. Extra dark, extra intense, with subtle notes of vanilla.

Organic Akoma Extra Semisweet 55%: The pink bag. The name Akoma represents “heart” in the traditional Adinkra symbols of West Africa. Now USDA Certified Organic, these 55% cacao Fair Trade baking chips deliver a rich chocolate flavor with subtle fruity notes that’s perfect for your favorite family recipe.

Super Cookie Chips™ Semisweet Chocolate Chips 48%: The yellow bag. Deep chocolate flavor in a semisweet chip; a different shape for a distinctive cookie.

Semisweet Chocolate Chips 46%: The gold bag. Classic semisweet chocolate chip delivers hints of vanilla in a smooth base.

Milk Chocolate Maxi Chips 31%: The silver bag. The first milk chocolate chip of its kind, this extra-large milk chip delivers smooth, creamy dairy notes with a classic chocolate flavor.

Choc-Au-Lait™ Vanilla Milk Chips: The white bag. A creamy and milky white chocolate with the essence of real vanilla.

Guittard Fair Trade Chocolate Baking Chips (MSRP \$4.49; Akoma is \$5.49)/12 oz. bag) are available at specialty grocery and retail stores nationwide starting Spring 2017, and online at Guittard.com. Find recipes and baking tips at Guittard.com/in-the-kitchen.

About Guittard Chocolate Company

Guittard Chocolate Company is a San Francisco Bay Area chocolate maker celebrated for crafting world-class couverture chocolate based on traditional French methods. Founded in San Francisco in 1868, Guittard Chocolate Company is the oldest continuously family-owned and operated chocolate-making business in the United States. Guittard is an industry leader in its global efforts to promote the environmental sustainability of the cocoa-growing regions and the wellbeing of cocoa workers. In 2016, Guittard introduced, Cultivate Better™, which defines the company's longstanding commitment to honorable sourcing and expert crafting.

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