

September 3, 2020

Accelerating Sustainability-Related Initiatives

New, Improved *Koeda Chocolate*

Now Made From Sustainable Cocoa Horizons-Certified Cacao

Sourced from the Barry Callebaut Group

-Shifting to environment-friendly packaging materials-

Morinaga & Co., Ltd. (TYO 2201) today announced that its long-time top-selling *Koeda Chocolate* is now made using sustainably produced Cocoa Horizon-certified cacao sourced from the Barry Callebaut Group. In addition, the *Koeda Chocolate* product packaging has been revamped and now features mainly environment-friendly materials. The Morinaga Group will also expand the *Koeda Chocolate* lineup by launching *Koeda Chocolate - Maple* on Wednesday, September 23. *Koeda Chocolate* is one of the products included in the Company's One Chocolate for One Smile*¹ campaign that was launched in 2008 to support children in cacao-producing countries.

The announced changes to the *Koeda Chocolate* lineup herald the start of initiatives by the Morinaga Group to enhance the sustainability of its products.

■ The *Koeda Chocolate* sustainability initiative

Koeda Chocolate - Milk now made using 100% Cocoa Horizons-certified cacao

Cocoa Horizons is a nonprofit program run by the Cocoa Horizons Foundation, an NPO created to promote the prosperity of cocoa farmers through helping to build self-sustaining communities that protect nature and children.

The Morinaga Group's use of cacao that meets the Cocoa Horizons Foundation certification standards will contribute to increased prosperity for cacao farmers, the reduction of deforestation and CO₂ emissions, and the elimination of child labor.



Environment-friendly packaging materials

- FSC®-certified*² paper materials are used in the new *Koeda Chocolate* packaging. FSC® N003064
- Biomass plastic film will make up part of the film used in the packaging.

The raw materials used to produce biomass plastic film include plant-derived materials thereby reducing CO₂ emissions over the product's entire life cycle.

■ About the new *Koeda Chocolate - Maple*

- White chocolate with maple sugar powder.
Langues de chat biscuit chunks are kneaded in to provide a subtle additional flavor.
- The use of maple leaves and a bottle of maple syrup on the packaging communicates the product's flavor in a clear and readily understood manner.



- *1 Under the One Chocolate for One Smile campaign, the Morinaga Group contributes a portion of the sales of its chocolate products to support the education of children in Ghana and other cacao-producing nations and to support the independence of cacao farmers. In addition to contributions made throughout the year, the Group today also launched a special limited-time campaign during which it will donate one yen per eligible product sold. For more details please see <https://www.morinaga.co.jp/1choco-1smile/>
- *2 The Forest Stewardship Council® (FSC®) has established an international forest certification system and certifies products made of material from well-managed, FSC®-certified forests and other controlled sources. Products are issued with FSC® certification following auditing and verification by third party organizations based on FSC® standards.

More about *Koeda Chocolate*

-Cherish the twigs in the highlands-

Koeda Chocolate was launched in 1971. People were beginning to pay attention to environmental destruction that was a side-effect of Japan's rapid economic growth at the time. Morinaga's launch of *Koeda Chocolate* ("koeda" means "twig" in Japanese) was accompanied by TV commercials that underscored the importance of natural environments with a catchphrase translating as "Cherish the twigs in the highlands".

A half century later, with the world facing an even more diverse array of societal issues, the Morinaga Group is increasingly using environment-friendly packaging and producing chocolate products from ingredients that help support cacao producers, contributing in small ways where it can to help bring about a brighter future.

- * *Koeda Chocolate* is a twig-like stick-shaped chocolate confectionery made by kneading almonds, puffed wheat and rice, and other ingredients into a chocolate base.