

## PRESS RELEASE

BASEL, 28.10.2020

### KOKOJOO wins the SIAL Innovation STARTUP Award 2020

At SIAL 2020 Paris, one of the world's largest trade fairs for the food industry, KOKOJOO was presented with the SIAL Innovation STARTUP Award 2020 for its drinks **kōkōjoo original** & **kōkōjoo caffeine**. This special award category was issued for the first time in a virtual ceremony at this year's SIAL. The trade fair couldn't take place as usual because of the corona pandemic. The selection committee provided the following statement for its decision:

*«A non-alcoholic beverage that makes use of a cacao by-product, the cacao bean hull. A delicious taste and a nutriment-rich product that makes use of residue left over from chocolate manufacturing. An admirable example of circular economy and the combat against food waste »*

We are very happy about this award and would like to thank SIAL 2020, all partners as well as supporters and fans who have supported us thus far.

Further Information at : <https://presse.sialparis.fr/press-release-results-of-the-2020-sial-innovation-awards/?lang=en>

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*KOKOJOO is the first brand in the world whose mission is the holistic transformation of the cocoa fruit into innovative food & beverage and lifestyle products. The starting point for this innovative idea was the observation that only the cocoa beans, i.e. only 20% of the fruit, are used in conventional cocoa processing. Our goal is to further develop this approach and to use the whole fruit to create innovative products. Because it has much more to offer than just the basic ingredient for chocolate. The superfood is full of minerals such as calcium and magnesium, antioxidants and vitamins. And not just in the bean, but in the whole fruit. We are innovating on various levels. On an ecological level, we recycle the components of the cocoa fruit that are considered waste in conventional cocoa processing. From an economic point of view, our cocoa trade is fairer and more direct, because we avoid long distances and middlemen. The "Trade not Aid" approach and the relocation of production processes to the cocoa growing economies in West Africa ensures sustainable, stable development on site. All these points merge into completely new, exotic products that make a difference.*

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