



CONFISERIE SPRÜNGLI  
Tradition seit 1836

Press release

## **CONFISERIE SPRÜNGLI HELPS CACAO FARMERS IN GHANA ACCESS COMPREHENSIVE HEALTH INSURANCE**

As a main partner in the Akwaaba project, Sprüngli is covering the health insurance contributions of cacao farmers of Suhum in Ghana, where the cacao beans for its Grand Cru Suhum chocolate are grown

Zurich, 8 November 2022 – **The key ingredient in Sprüngli’s exquisite grand cru chocolate is fine cacao beans of world-class origin. The cacao beans used have to meet master chocolatier Sprüngli’s standards with regard to quality, freshness and naturalness. Achieving this requires ensuring fair and transparent production along the entire value chain. This is why Sprüngli is committed to helping cacao farmers and their families access health insurance. As the main sponsor of the Akwaaba project, Sprüngli is now helping cacao farmers from the Achiansah municipality and other communities in the Ghanaian region of Suhum – the farming region from which the cacao beans for the fine Grand Cru Suhum chocolate originate – obtain comprehensive health insurance. Last year, Sprüngli successfully launched the pilot project Salama Mateza involving cacao farmers in Madagascar.**



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When it comes to sustainability, Sprüngli is not only concerned with the raw ingredients it uses and their production, but also the people who grow the fine cacao beans. Sprüngli obliges its partners to ensure cacao farmers receive fair pay and to create a safe and healthy working environment. In the Suhum region, an important cacao farming region in Ghana, it is difficult to access the healthcare system. As a main partner in the Akwaaba project – which means *welcome* – Sprüngli is now helping local cacao farmers and their families to access comprehensive health insurance for free. In addition to this, the Emergency Fund ensures they have full cover if they contract life-threatening diseases or suffer a serious accident. This provides direct support to the farmers of Achiansah municipality and other communities in the Ghanaian region of Suhum who grow and harvest the highly aromatic Forastero cacao used in Sprüngli's Grand Cru Suhum chocolate. Sprüngli is currently covering the health insurance contributions of a total of 261 families and 810 individuals.

Having unconditional access to the healthcare system and not having to struggle to make ends meet in the event of illness has a crucial and lasting impact on quality of life. The effectiveness of this approach, which starts with people's basic needs, is evidenced by the pioneering Salama Mateza project in Madagascar. Sprüngli procures the fine Trinitario cacao used in its Sélection de Truffes Grand Cru from the Mateza cooperative and, as a main partner in the project, covers the health insurance contributions of cacao farmers for a healthy – or *Salama* – Mateza.

Both projects are carried out in the local area along with Sprüngli's long-standing supplier and partner Max Felchlin AG. Technical production of the certificate of insurance and payment occur via the local platform run by Elucid. Using this innovative digital platform, the Sprüngli-funded insurance contributions for the cacao farmers can be securely transferred straight to the health insurance fund via mobile phones supplied for that purpose. The cacao farmers are also issued with a mobile certificate of insurance that is used to access basic medical care. With Elucid's help, Sprüngli is able to track and report the measurable impact of the project.

Sprüngli has committed to funding both the Akwaaba project and Salama Mateza for at least six years. The projects also aim to start the important task of sharing information in the local area now, to familiarise families with the benefits of health insurance cover. This will ensure that Salama Mateza and Akwaaba are perceived beyond the initial set-up phase as not just pioneering projects but a self-sufficient necessity, and will help the projects to make a lasting impact.

As of 2020, every Sprüngli shopping bag, plastic or paper, costs a symbolic price of 10 centimes. With this initiative, Sprüngli hopes to contribute to more conscious use of natural resources and is also donating all of the proceeds to sustainable social projects such as Akwaaba and Salama Mateza.

You can find out more about Sprüngli's social and sustainability-related commitments [here](#).

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For more information and any image requests:

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### **About Sprüngli chocolate**

As a pioneer of grand cru chocolate in Switzerland, Sprüngli sets out to find the finest cacao beans from the world's best growing regions. Sprüngli works with carefully selected partners in the local regions to ensure that natural resources are protected, the natural environment is respected, and that the cacao farmers work under fair conditions and for a fair price. The cacao beans used by Sprüngli come from cacao trees at selected locations in Venezuela, Ecuador, Bolivia, Cuba and Madagascar. The fruit is harvested by hand at just the right time by small-scale farmers and processed with the utmost care. The single-variety selection of original fine cacao beans, combined with the intense taste of delicate flavours, make Sprüngli grand cru chocolate a rare delicacy – pure, authentic indulgence of the highest quality.

### **About our Swiss family business**

A Swiss family business steeped in tradition, Sprüngli is now in its sixth generation of management, headed by Milan and Tomas Prenosil. Its products, hand-crafted in Dietikon according to the traditions of the trade, are sold in 27 Sprüngli stores across Switzerland. These are located in and around Zurich, Baden, Basel, Bern, St. Gallen, Winterthur, Zug and Geneva. These are complemented by a total of five gastronomy outlets, ranging from our Café-Bar to the legendary restaurant on Paradeplatz. Outside of Switzerland, Confiserie Sprüngli has stores in Dubai, Abu Dhabi and, as of April 2022, at Munich Airport.

### **About Max Felchlin AG**

The chocolate producer Felchlin has been headquartered in Ibach-Schwyz in Central Switzerland for more than a century. As a niche manufacturer of the most exquisite couvertures, Felchlin prioritises the highest Swiss quality standards and traditional production processes. The company's 150 employees work with passion, expertise and care to bring these values to life – from procurement all the way to the final processing stage. Felchlin procures the raw materials directly from selected cacao cooperatives in line with FAIR DIRECT CACAO principles and ensures the fine cacao beans meet the high quality standards and ethical principles of Confiserie Sprüngli.

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