

August, 2017

## **AUSTRALIAN COCOA EXPERTS TAKING LEAPS AND BOUNDS**

### **Daintree discover a way to make Australian Milk Chocolate healthier**

Discover the world's most unique and delicious chocolate frog created by Daintree Estates. **Fyto the Frog™** not only contains rare Australian Grown and processed Whole Cocoa Beans, but also a World First ingredient that re-combines all the key natural components of the Australian Sugarcane plant.

Traditional sugar milling and refining separates the goodness from the raw sugar and through many years of scientific research each key component has been tested and identified and now re-combined to produce the world's first Whole Sugarcane Sweetener™. The outcome is a reduction in sugar content and a product that provides you with more fibre, minerals and antioxidants than regular refined sugars. Combine this with the addition of whole Australian grown cocoa beans and you have a distinct flavour profile like no other.

“The biggest challenge was getting the right balance between all of the main components in a milk chocolate, the Australian cocoa beans, milk solids and then the three sugarcane plant components so that a great tasting, smooth texture and mouth-watering experience is delivered.” explains Dr Barry Kitchen, Executive Chairman of Daintree Estates.

Consumers (and their children) are aware of the importance of consuming ‘too much’ refined sugar in their diets, particularly snack foods as well as the importance of increasing the fibre intake. A treat like **Fyto the Frog™** milk chocolate can now be enjoyed without the guilt.



Fyto the Frog™ also represents a connection between food and land. Both Sugarcane and Cocoa are grown in the region around the World heritage Daintree Rainforest. Daintree Estates were conscious of the importance of supporting sustainable agriculture and hence formed a partnership with Rainforest Rescue. They donate one percent of proceeds to Rainforest Rescue to assist in the protection of this amazing Heritage Listed area. Daintree Estates have already been involved in planting 2000 rainforest trees in the Region this year.

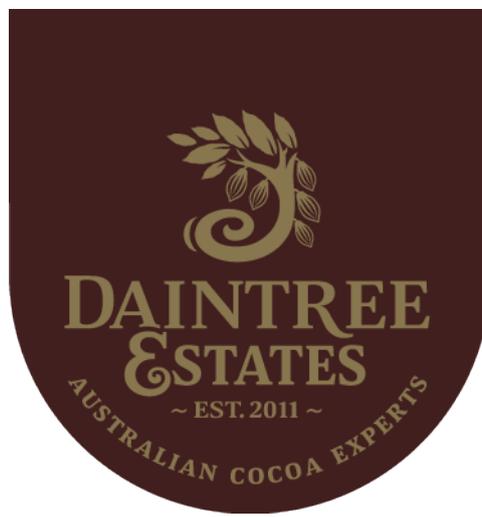
Daintree Estates Fyto the Frog™ will be available nationally through multiple channels such as: chemists, health food stores, supermarkets, online, fundraising and school canteens.

In the future they envisage Fyto the Frog™ will be included in school programs to raise awareness and educate children of the connection between food and land. Promoting healthier eating and the importance of fibre in the diet will also be a focus.

Fyto the Frog™ is available to purchase for \$1.20 online now [www.daintreeestates.com](http://www.daintreeestates.com)

## FAST FACTS

1. **NEW!** A new unique HEALTHIER milk chocolate.
2. **AUSTRALIAN GROWN COCOA** Containing Rare Australian Grown and processed Whole Cocoa Beans.
3. **LOWER IN SUGAR** We not only use less sugar than comparable milk chocolates, but we use Australian Raw Sugar which is healthier.
4. **RICHER IN FIBRE** Australian Sugar Cane extract Phytocel™ has been incorporated to provide the natural benefits of fibre.
5. **HIGHER IN ANTIOXIDANTS** Australian Sugar Cane extract Phytolin™ has been incorporated to provide the health benefits of antioxidants.
6. **WORLD'S FIRST!** Australian Raw Sugar, Phytocel™ and Phytolin™ combined, deliver the world's first Whole Sugarcane Sweetener™.
7. **GUILT FREE** A little deliciousness in life is really important, and that is what inspired the creation of a healthier milk chocolate.
8. **ONE PER CENT TO REFORESTATION** Daintree Estates has partnered with Rainforest Rescue, Australia's rainforest conservation charity set up in 1988 to Protect Rainforests Forever. The aim of the partnership is to raise awareness of the connection between food and land whilst supporting rainforest conservation in the Daintree.



## **BACKGROUND**

Daintree Estates is the first company to make chocolate from single origin cocoa beans grown in Australia and one of the only 'plantation-to-plate' chocolate manufacturers world wide. Rainforest Rescue is Australia's rainforest conservation charity set up in 1988 to *Protect Rainforests Forever*. The aim of the partnership is to raise awareness of the connection between food and land whilst supporting rainforest conservation in the Daintree.

### **For more information visit:**

Daintree Estates [www.daintreeestates.com](http://www.daintreeestates.com)

Phytolin™ [www.tpm.com.au/bio-actives/phytolin](http://www.tpm.com.au/bio-actives/phytolin)

Phytocel™ [www.kfsu.net](http://www.kfsu.net)

Rainforest Rescue [www.rainforestrescue.org.au](http://www.rainforestrescue.org.au)

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