



# VIRUNGA *Origins*

Deliciousness  
that Gives Back

VISIT

[origins.virunga.org](https://origins.virunga.org)

# VIRUNGA ORIGINS

## DREAM BIG ACT BIGGER

Virunga Origins is an ambitious, ground-breaking social enterprise, creating high quality products made entirely in the surrounding areas of the Virunga National Park in the Democratic Republic of the Congo.

Virunga Origins Chocolate is a strictly single-origin sourced, Bean-to-Bar chocolate made locally with beans that are grown, harvested and fermented by the communities surrounding the Virunga National Park. The chocolate's signature full-bodied taste is achieved through a collaboration between a world-famous chocolatier and local talents.



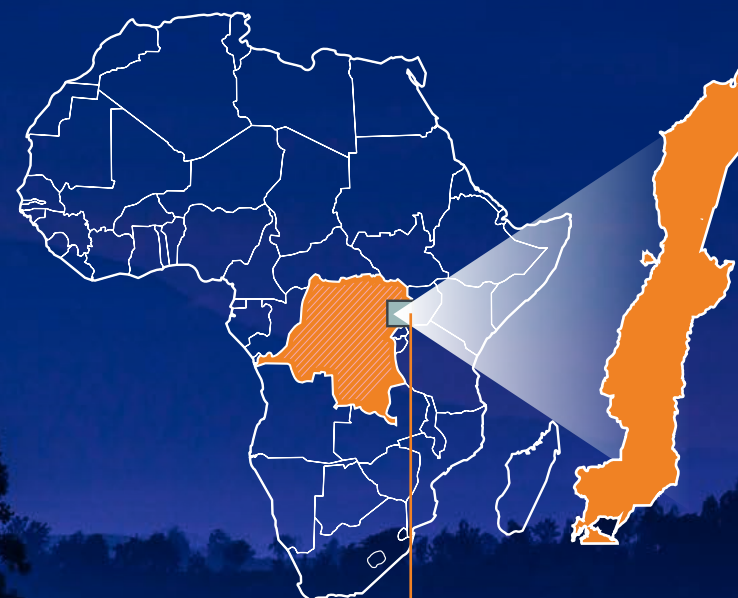
# VIRUNGA ORIGINS

## SINGLE-ORIGIN SOURCED

In the fertile volcanic soil of Virunga National Park's bordering mountain region, our Virunga Arabica Coffee is grown on some of the finest land in the world. Here, more than 6000 small-scale producers and families farm coffee beans of the Bourbon and Rumangabo varieties, selected for their characteristic rich and fruity flavour blend. A majority of these local farmers are women, and certified by Fair Trade, Organic, and Rainforest Alliance to practice sustainable agriculture for the development and conservation of the region and Park. With every cup, enjoy the inviting aroma of Arabica coffee and be a part of positive change.

Organic Chia Seeds from Virunga Origins offers farmers affected by long-standing conflicts a vital source of income, while keeping the region active.

Chia seeds are a deliciously nutritious breakfast and can be added in many ways to your smoothies, baked goods or snacks. This superfood is packed with essential antioxidants, fiber, iron, calcium, protein and omega-3.



Virunga Origins products are made in the surrounding areas of the **VIRUNGA NATIONAL PARK** in the Democratic Republic of the Congo.



# DELICIOUSNESS THAT GIVES BACK

Virunga Origins is unique, a genuine social enterprise that empowers local communities and gives the Congolese people the ability to retain the value of their natural resources – the key to an economic revolution.

The Virunga Origins brand is changing industries from within. For too long, profits have not been shared justly, as a majority of value addition - the processing and crafting of the final product - is outsourced far away from where the natural resources originate. Not anymore. Virunga Origins makes its products at the source.



# PASSION & QUALITY

Our products are created in collaboration with experts in their fields. Virunga Origins Chocolate was the first creation in our line of products.

The recipe is created by the world-famous Belgian chocolatier, Dominique Persoone. The chocolate is then made by hand with a passionate team of local talent, trained with quality and taste in mind.

When you buy our chocolate bars, roasted coffee beans and organic chia seeds, you enjoy an amazing treat, while at the same time helping to build sustainable businesses and livelihoods.

That's what we call the double happiness!



# FEEL ELECTRIC

The Virunga Origins revolution wouldn't have been possible without our green, free-flow hydroelectric power plant.

Electricity is a key to development, unlocking the potential of the region and its people by providing light as well as power for productive uses, health and communication.

With economic opportunity, trees are saved. Animals thrive. Factories, workshops and small businesses flourish. With electricity we can build communities, protect wildlife and spark creativity.



# SOCIAL ENTREPRISE FOR A BRIGHTER FUTURE

As a social enterprise, we make our products locally, harnessing local talents and resources to their full potential. Virunga Origins sources its cacao, coffee beans and chia seeds directly

from the producers, eliminating the middlemen. Our factory employs and trains local workers, prioritizing opportunities for widows of rangers who have been killed protecting the beloved Park.

Virunga Origins empowers small family-businesses, which enables greater economic opportunity. Our efforts also promote education by enabling more children to attend school and provide young men with peaceful alternatives to armed militias. And with more stability, we can help preserve one of world's oldest wildlife protection sites, giving gorillas, chimps, hippos, elephants, lions, leopards, and other species a brighter future.



# DOUBLE HAPPINESS

Our home is the Virunga National Park in the Democratic Republic of the Congo, one of the most biodiverse and fragile places on earth. The Park is within a day's walk for 5 million people and is home to 1,200 species, some of which are endangered. A third of the world's mountain gorillas live here, as well as chimps and low-land gorillas, elephants, lions, hippos, and more!

100% of all profits from Virunga Origins go back to Virunga National Park and its surrounding communities.

That way, when you buy any of our incredible products, farmers around the Virunga National Park get happy. The Park Rangers get happy. Our gorillas and other wildlife get super happy.

And when you take your first bite of tasty chocolate or chia, or first sip of indulgent coffee (and second, and third), happiness grows even more.

**That's what we call  
Double Happiness!**





## SHARING A VISION

The Virunga Origins brand is jointly owned by The World We Want Foundation(3W), Virunga National Park, and Dimitri Moreels, founder and CEO of COPAK.

Our mission is to protect the environment and safeguard the Park for present and future generations, reduce poverty through delivering economic value to the Park's ecosystems, and contribute to peace through leveraging the Park as a stabilization instrument. We guarantee all profits are reinvested into the conservation of the Park and local communities.

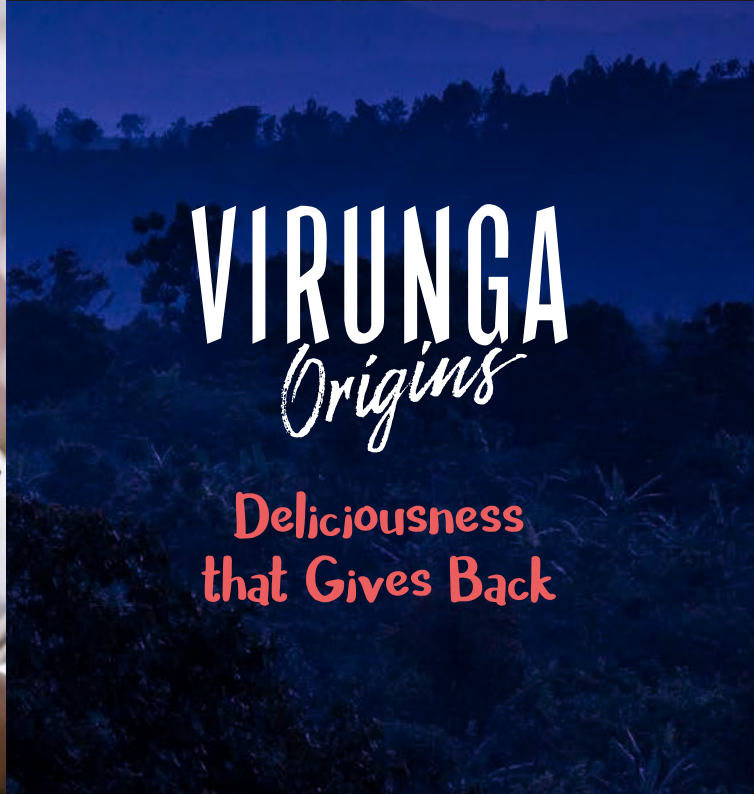




# The Double-Happiness Bean-to-Bar Chocolate



Passion  
&  
Quality



**VIRUNGA**  
*Origins*

Deliciousness  
that Gives Back

# DARK CHOCOLATE



A delicious dark chocolate with fruity and floral notes. Its special grain testifies to its artisanal character. Perfect with coffee, red fruits and ice cream, its sweetness will delight children and adults alike!

## CHARACTERISTICS:

Vegan - Cocoa content: 63% - Cocoa exclusively organic - shelf-life: 24 months - To be kept between 15°C (59 °F) and 25°C (77 °F), protected from humidity and temperature variations.

## INGREDIENTS:

Cocoa paste, raw cane sugar, cocoa butter, soy lecithin, vanilla extract.

# MILK CHOCOLATE



While dark and milk chocolate contain cocoa in the form of cocoa paste, white chocolate is made from cocoa butter. The presence of this natural fat extracted from the bean makes it a type of chocolate in its own right! The ingredients are carefully measured to bring to our white chocolate its singularity and its aromatic complexity. This one is particularly appreciated for its pronounced taste of cocoa butter and its sweet and light notes.

## CARACTÉRISTIQUES:

Cocoa content: 29% - Cocoa exclusively organic - shelf-life: 12 months - To be kept between 15°C (59 °F) and 25°C (77 °F), protected from humidity and temperature variations.

## INGRÉDIENTS:

Raw cane sugar, cocoa butter, milk powder, soy lecithin, vanilla extract.

# WHITE CHOCOLATE



This gourmet chocolate is characterized by its round taste and its vanilla notes. Once again, the special texture of Virunga Origins chocolate makes it even more pleasant in the mouth. A pleasure that melts on the tongue, to be consumed without moderation and on all occasions!

## CHARACTERISTICS:

Cocoa content: 38% - Cocoa exclusively organic - shelf-life: 18 months - To be kept between 15°C (59 °F) and 25°C (77 °F), protected from humidity and temperature variations.

## INGREDIENTS:

Cocoa paste, raw cane sugar, cocoa butter, whole milk powder, soy lecithin, vanilla extract.

# ARABICA COFFEE



A coffee grown in the fertile volcanic lands bordering the Virunga National Park. This delicious Arabica is moderately acidic and delivers aromas of chocolate and vanilla. On the palate, it also shows notes of tropical fruit and banana. With every cup you drink, you'll be helping to create positive change for over 6.000 coffee farming families, while enjoying a rich, fruity coffee blend.

## CHARACTERISTICS:

Exclusively organic coffee beans - Pending certification - Vegan - Available in whole beans or ground - Store between 10°C (50 °F) and 25°C (77 °F), away from humidity and temperature variations.

## INGREDIENTS:

100% Arabica coffee.

# CHIA SEEDS



Chia seeds are very rich in protein (30%), fiber, antioxidants, Omega-3, vitamins & minerals (calcium, phosphorus, magnesium, potassium, iron, zinc, copper, etc.) With exceptional nutritional and culinary properties, chia seeds will revolutionize your diet and improve your health. Their numerous benefits on the body make them a superfood and, above all, a product to consume without moderation.

## CHARACTERISTICS:

Superfood - Certified organic product - Vegan - shelf-life: 36 months - To be kept between 15°C (59 °F) and 25°C (77 °F), protected from humidity and temperature variations

## INGREDIENTS:

100% organic chia seeds

# CACAO NIBS



After roasting the cocoa, the whole beans are crushed. Through a meticulous winnowing process, the shells are separated to keep only a very pure and tasty ingredient: the cocoa nibs. With its intense roasted cocoa flavor and crunchy texture, nibs are an ingredient of choice for adding texture to both desserts and savory dishes.

## CHARACTERISTICS:

Superfood - Certified organic product - shelf-life: 36 months - Store between 15°C (59 °F) and 25°C (77 °F), protected from humidity and temperature variations.

## INGREDIENTS:

100% organic cocoa nibs.

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