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## **Sustainability goes beyond the surface at Holy Kakow**

Fair-trade farms and bike deliveries just hint at chocolatier's green side

Portland, Ore. (Aug. 1, 2009) — They're everywhere these days: companies washing themselves in green goodness just to cash in with customers.

But real sustainability is about more than pretty pictures of green trees or recycling scraps of office paper. The real deal comes when a company, like Holy Kakow Chocolate, takes sustainability into account every step of the way.

"From the very beginning, our goal was to create a business fundamentally rooted in sustainable practices," says Holy Kakow's Managing Director Donald Tyler, who co-founded the organic chocolate powder and syrup company with Wyatt Woods in 2008. "It isn't about marketing or trends. It's about creating delicious, healthy chocolate powders and syrups that are sustainable in every way, from the organic partner farms we work with to the bike service we use to make local deliveries."

Holy Kakow's organic chocolate syrups and powders are hand-crafted from single origin, raw, and organic ingredients purchased at better than fair trade prices. The company sources ingredients from processors who buy directly from certified organic farms in Peru and Ecuador that use no herbicides, pesticides, or genetically modified organisms. Holy Kakow also sweetens its Rapture Organic Chocolate Syrup naturally with premium agave nectar. And, its Righteous Organic Cacao Powder and Righteous Raw Cacao Powder contain natural antioxidants and essential minerals that are often destroyed in overly-processed, excessively sweet commercial chocolates.

Throw in sustainable purchasing and processes, local deliveries made via the B-Line bicycle delivery service, and an overall commitment to improving the health and tastiness of the planet, and Holy Kakow is obviously in the business for all the right reasons.

"We wouldn't be doing this if we couldn't make the most delicious organic chocolate syrups and powders out there while maintaining our focus on sustainability," Tyler says. "Turns out we can do both, so we do."  
For more information, please visit [www.holykakow.com](http://www.holykakow.com)

Founded in Portland, Ore., by Donald Tyler and Wyatt Woods in 2008, Holy Kakow Chocolates handcrafts organic and raw organic chocolate syrups for the food and beverage industry, including groceries, food stores, restaurants, coffee shops, and bakeries. It is committed to sustainability, fair trade prices, organic goodness, and the very best chocolate syrups and powders. Period. For more information, call 503-314-5490 or visit [www.holykakow.com](http://www.holykakow.com).

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