

FOR IMMEDIATE RELEASE

NEWS RELEASE

Cocoa Camino becomes Camino: Join the joyful food revolution

The organic and fair trade brand unveils its new look and feel

Ottawa, November 23, 2010 – Known for its signature line of organic and fair trade chocolate bars, Cocoa Camino becomes Camino. The new Camino brand invites all to join the joyful food revolution. This means that whether you are a producer, a consumer, a retailer, a certifier, or a producer of organic food products or fair trade food products, you are part of the joyful food revolution that contributes to building vibrant sustainable communities here in Canada, through the joy of eating good quality food, and abroad, through organic agriculture and fair trade business practices. Taste of change. Taste of Camino.

“The iconographic map found on the Camino packaging is the illustration of the vibrant sustainable communities in which you want to live, in which you want your children to grow up, no matter where you grow up,” says Jennifer Larocque, Marketing and Communications Manager at La Siembra Co-operative, owner of the Camino brand. Through imagery and bold vivacious colours, the new look is able to effortlessly communicate the joy that organic and fair trade business practices bring to the world. The new brand look and feel is designed to reach out to the growing audience of consumers demanding better food politics. Purchasing a Camino product is, as the tagline says it well, a taste of change.

La Siembra Co-operative is the pioneer of organic and fair trade chocolate products in North America. Having developed a strong network of co-operatives of family farmers in an array of Southern countries such as Peru, Paraguay, and the Dominican Republic throughout the past 10 years, La Siembra is now able to further diversify the offering of organic and fair trade alternatives in different categories on the Canadian market. As it expands its family of products, Camino satisfies the need for an authentic overarching brand name for a family of products that gradually grows outside the realm of cocoa and sugar. Its new look will also be a great way for Camino to distinguish itself among the increased number of competitors within the industry and increase brand recognition across many product categories.

The new brand concept is a creation of Karacters Design Group, a division of DDB Canada in Vancouver, BC. Local agency 1-20MÉDIA of Gatineau also contributed to applying the brand concept to product

packaging and other marketing collateral. The revamped website, www.tasteofcamino.com, is the result of collaboration between Monolab, a BC-based freelance designer and 1-20MÉDIA.

About Camino

[Camino](#), great tasting and high quality organic and fair trade food products, is owned by La Siembra Co-operative located in the Ottawa-Gatineau region of Canada. La Siembra means “sowing” or “planting time” in Spanish, a symbol for the seeds of change it sows through its organic practices and its fair trade and co-operative business models.

About Karacters Design Group

[Karacters Design Group](#) is a division of [DDB Canada](#) providing integrated brand design. Karacters develops creative branding solutions across a variety of media, including brand identity, creative platforms and identity systems, retail and environmental graphics, packaging and corporate communications. Karacters has been globally recognized for its ability to deliver breakthrough creative solutions that are founded on insight and strategy. Select clients include Vancouver Convention Centre, Langara College, Silver Hills Bakery and BC Hydro.

About 1-20 Media

[1-20MÉDIA](#) is a worker co-operative of graphic and communication designers. 1-20MÉDIA is a group of talented, passionate, creative and professional people that are ready to prove it. Services include graphic design, Web design and 3D design. Its clients include the Laiterie de l'Outaouais, TransFair Canada and Équiterre.

About Monolab

Monolab specializes in crafting unique identities from the ground up, designing every aspect of how they look, sound and communicate with their audience. Its work includes brand strategy, visual identity, corporate communications, packaging and environments. Clients include the City of Richmond, BB & Co and the Canadian International Dragon Boat Festival Society.

- 30 -

For more information or interviews please contact:

Jennifer Larocque
613.235.6122 x 270
jlarcocque@tastofcamino.com