

# TONY'S CHOCOLONELY. COUNTDOWN CALENDAR

something to do, to know and to eat.. ready set go!

## START

**1** The first is always the best! Tear open window 1 and enjoy your very first Christmas tiny.

**2** Make a Christmas card for your neighbour, grandpa, or someone else that could use some festive joy.

**3** Right now there are 1.56 million children working illegally on cocoa plantations in Ivory Coast and Ghana. That's unfair. Time for change!

**4** Sing a Christmas carol today for someone that looks a bit blue.

**5** Fun Fact: In 2005 we chose to package our first bar in a red wrapper. We think it best suits our alarming message.

**6** Have you found your favourite yet?

**10** Good things come in small packages right?

**9** Remember why our wrapper was red? Well, meet his blue brother!

**8** We told you so! Even our calendar is unequally divided.. How about 15% off our webshop instead? Use code CHRISTMAS15 until 20th December.

**7** Our bar tells our story. The pieces are unequally divided like the profits in the chocolate industry. Do you always get the big Tony's piece?..

**11** These 2 pieces represent Ivory Coast and Ghana, where we get all our cocoa from. Do you know which other countries can be discovered in our chocolate bar?

**12** Time for a Christmas tree. It doesn't have to be a real one. You can create one with stuff from the paper bin. Recycling is cool!

**13** Time for a tiny break. You know what to do..

**14** Our Sourcing Principles for slave-free cocoa show that chocolate can be made differently:  
1. traceable cocoa beans  
2. pay a higher price  
3. strong farmers  
4. the long-term  
5. improved quality and productivity

**15** You didn't brush your teeth yet, did you? Cause it's time to open another door! Yay!

**19** How about being that awesome person that turns up with chocolate to the office/family dinner/carol concert?

**18** Tiny! Tiny! Tiny!

**17** Our Child Labour Monitoring and Remediation System (CLMRS) helps the partner cooperatives we work with to identify cases of illegal child labour, find solutions for it and prevent it from happening in the future.

**16** Is there someone on your street you could do some Christmas shopping for?

**20** Movie night! Watch the Rotten documentary on Netflix to find out about the wrongs in the cocoa industry and what we're doing about it. Want a tiny with that?

**21** Enjoyoo.. Grab your tiny and make a nice cup of coffee (or tea!)

**22** Find your inner botanist, make a Christmas arrangement, and make someone incredibly happy with it!

**23** Today calls for one Christmas deed. Follow this QR and become our Serious Friend to contribute to our mission. Go you!

**24** It's Christmas Eve! The perfect time to share our chocolate and our story with someone else. Merry Christmas!

CHRISTMAS

