

**Sophi Tranchell**

**Managing Director**

**Divine Chocolate Ltd**



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Sophi Tranchell joined Divine Chocolate Ltd in August 1999. Since then she has developed a business strategy for Divine Fairtrade chocolate which has made it a leader in Fairtrade chocolate with a turnover of £10M last year (2007). The company has supplied Starbuck's UK Fairtrade Chocolate bars since 2002. Profit from the company benefits the thousands of cocoa farmer members of the Kuapa Kokoo cooperative in Ghana who own 45% of the company.

Most recently, Sophi has overseen the launch of a new company in the USA, launched in 2007 and also co-owned by Kuapa Kokoo, Divine Chocolate Inc. Sophi was at the helm for the launch of Dubble, Divine's sister brand, the first Fairtrade chocolate bar for kids.

Divine Chocolate Ltd has worked in partnership with The Co-operative Group to convert their chocolate to Fairtrade. This was a significant milestone for the Fairtrade movement in the UK and it has raised awareness of Fairtrade issues.

Sophi is a founder member of IFAT UK Fair Trade Leaders Forum, a participant in the FCO Task Force on Labour Conditions in the West African Cocoa Industry, a member of the UK Government's DTI round table discussions on Corporate Social Responsibility, Chair of the London Fairtrade City Steering Committee. She has also been invited to be a Social Enterprise Ambassador and recently accepted the Best Social Enterprise of 2007 award for Divine Chocolate Ltd.

Sophi graduated from Warwick University and she had previously worked in the film industry and was the Managing Director of Metro Tartan, an independent distribution company with a reputation for cutting edge world cinema.