

Divine™

CHOCOLATE

POETRY COMPETITION 2012

My Chocolate Shop

I imagine owning your very own chocolate shop. What a wonderful world of delicious chocolatey fun you could create! This is your chance to write a poem all about it!

Here are some of the things you could consider. How would you make your shop stand out and make it a roaring success? What might it be called, what would you sell and how would it be packaged; how would you entice people to come and try your special chocolates?

And where would you get your cocoa from? Would you make sure the cocoa farmers were getting fair pay for their cocoa, and would you tell your customers all



about it? Cocoa farmers around the world work extremely hard but are often paid poorly. Instead it's usually the people selling the finished chocolate bar who make the big money.

This is where Divine does things differently – because the 45,000 farmers who supply the cocoa for Divine get a fair deal for their beans, and also a good share of the profit from selling the chocolate. They take enormous pride in their company and ensure they grow the finest cocoa so that only the best quality chocolate bars end up on shop shelves.

For inspiration look at how different shops sell chocolate. You can also visit Divine's

website at www.divinechocolate.com. Here you'll find out how Divine does business differently, about how to grow the best quality cocoa, how we make our packaging look special, and about the farmers who own the company.

A guest author judge will join Divine Chocolate and Christian Aid in judging the tenth annual Divine Poetry Competition. Previous judge Anthony Horowitz describes what the judges will be looking for: "Language, originality and just something a bit different – whether it's humour or a different perspective". This popular competition provides teachers with an opportunity to explore fair trade in class.





POETRY COMPETITION 2012

My Chocolate Shop

Tips for aspiring poets!

Imagine your poem being read out loud and let your creativity take flight

The judges will be looking for original and creative poems

Artwork is not judged

This is the Divine Poetry Competition so make sure you mention Divine in your poem!

Listen to Meg Rosoff reading out last year's winning entries here: <http://is.gd/MPBbLp>

Fascinating Facts!

- In the 18th & 19th centuries it was common practice for dishonest people to use brick dust and red lead instead of cocoa when making chocolate!
- We love chocolate in Britain. An average of 11kg of chocolate is eaten by each person every year that's about 3 bars a week.
- The Latin name for the cocoa tree is 'Theobroma Cacao' which translates as 'Food of the Gods'. This shows just how important cocoa and chocolate has always been.

How to enter

All entries must arrive by **25 April 2012**

All entries should be emailed to poetry@divinechocolate.com or posted to Divine Poetry Competition, 4 Gainsford Street, London SE1 2NE

To download extra leaflets visit www.divinechocolate.com/poetry or request additional leaflets from poetry@divinechocolate.com

For a Welsh language version of the competition please contact schoolscymru@cymorth-cristnogol.org

Resources for teachers, including a school assembly about fair trade can be found at www.christianaid.org.uk/learn

The Divine Poetry Competition is supported by:



Divine Chocolate Ltd, the chocolate company owned by cocoa farmers



Christian Aid, an overseas development agency and one of the founders of Divine Chocolate

Terms & Conditions

- Poems can be in paper or email form. Each poem must be marked separately with the name, school address (or home address for adult entries) and age category of the author
- We regret that we can only receive entries from the UK and Northern Ireland
- There are three age categories: 7-11, 12-16 and 17-adult
- Each category will have one winner and two runners-up (subject to the judges discretion)
- The winners in each age group will receive a box of Divine chocolate and £30 in book tokens
- Runners-up in each age group will receive Divine goody bags
- We regret that no entries can be returned. Due to the large number of entries received we are unable to respond individually to entrants
- Prepare to be famous! Divine Chocolate and Christian Aid reserve the right to use any entries, and undertake publicity, in whatever ways they deem appropriate. Winning poems will be published on the Divine and Christian Aid websites