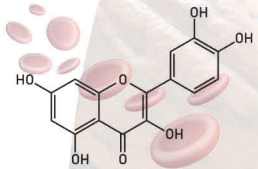


\ All eyes are on |

The Health Benefits of Cocoa

《 Gut Health × Bowel Movements 》

Dietary Fiber + Polyphenols → Improves gut health and supports smooth bowel movements. Studies have reported that cocoa consumption increases beneficial bacteria and alters bowel movement frequency.



《 Blood Circulation × Sensitivity to Cold 》

Polyphenols → Supports healthy circulation. Research suggests they may have a positive effect on indicators related to vascular function and blood flow.

《 Brain (Focus and Relaxation) 》

Theobromine → Supports life balance with a milder effect than caffeine. It has been reported that cocoa-derived components may influence indicators related to cognitive function and mood.

《 Weight Management 》

Dietary Fiber + Polyphenols → Supports dietary control. A correlation between cacao consumption and appetite and metabolic indicators has been suggested.

《 Sleep Quality 》

Polyphenols + Theobromine + Magnesium → Expected to help regulate the autonomic nervous system. A correlation between cocoa consumption and improved sleep quality has been suggested.

The History of Cacao

Cacao has a long history, having been used for about 5,000 years as a ceremonial drink and, at times, as currency.

However, during the era of colonial rule across the globe, people living in cacao-producing regions were enslaved one after another, creating a system in which cacao was produced at virtually no labor cost.

As a result, the prices of chocolate and cocoa were kept low, making them treats loved by a wide range of people, from the common folk to the upper classes. They spread throughout the world and even reached as far as Japan.

Even after colonial rule ended, people in cacao-producing regions were forced to work for low wages, and their lives of poverty continued. Due to labor shortages, it was common for children to be forced to work, preventing them from attending school. Furthermore, there were cases where children were kidnapped and forced to work on plantations.

Efforts to change this situation began in 2001. In the United States, the Harkin-Engel Protocol was drafted with the aim of abolishing the “worst forms of child labor.” Today, many chocolate companies are working to eliminate child labor.

On the other hand, there does not appear to have been significant improvement in the low incomes of farmers. As a result, an increasing number of young people are choosing not to take over their families' cocoa farms in order to escape poverty. It is said that with no successors, cocoa and chocolate may become difficult to obtain in the future. To encourage young people to consider taking over cocoa farms, Meow Cocoa is working to raise the prices we pay to farmers.



A painting discovered in the ancient Mayan city of Calakmul. It depicts people preparing and drinking a cacao beverage.

Transforming the Cocoa Industry into a Circular Economy

What is the circular economy?

It is a new economic system that maximizes added value by circulating resources through reuse and recycling, thereby achieving both reduced environmental impact and economic growth.

① Equipment Support

We will invest a portion of our revenue in equipment for fermenting and drying cocoa. By purchasing new fermentation boxes, we will be able to maintain a stable fermentation temperature, reducing the likelihood of uneven fermentation.

We will also install a covered drying station to ensure we are prepared for sudden downpours. This will improve drying efficiency and prevent mold growth.



Dry bed for the drying process

Through this equipment investment, high-quality cocoa will be processed, purchase prices will remain stable at a high level, and farmers' incomes will increase.

② Utilizing Cocoa Husks

By selling cocoa husks—which are not used in chocolate or cocoa powder—as cocoa tea, we can help raise the purchase price of cocoa.

Currently, many farmers do not harvest their crops because they lack the equipment to ferment and dry the cocoa. In the future, we hope to provide these farmers with an incentive to begin harvesting. Furthermore, we believe that if cocoa farming is recognized as a profession that offers stable income, we can help stem the trend of younger generations leaving the agricultural sector. Purchasing our products supports farmers, improves the quality of the goods that reach you, and contributes to sustainable cocoa production.



About us



Bringing the Essence of Cocoa into Everyday Life

We've returned cocoa to its natural state, rather than treating it merely as an ingredient in confectionery. We value the inherent power of the raw material itself—unalkalized, additive-free, and flavor-free.

Supporting farmers and transforming the industry

We connect directly with cocoa farmers in Fiji to ensure fair and sustainable trade. We provide support so that farmers can continue their work with pride.



Straddling the line between wellness and indulgence

we prioritize health-supporting benefits while pursuing a delicious taste you'll want to enjoy every day. We bring you a new cacao experience that nourishes both mind and body.

Meow Cocoa's speciality

Unlike standard cocoa, ours is unalkalized. As a result, it retains a slight powdery texture and a hint of tartness. However, this allows us to preserve the rich nutrients naturally found in cocoa, such as magnesium and polyphenols.

