

For Immediate Release

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MrBeast YouTube star praised by Fairtrade movement after launch of new chocolate bar

- **100% of cocoa in Feastables chocolate is becoming Fairtrade certified**
- **The global chocolate brand and its founder MrBeast believes ethical sourcing is a critical step in the quest to end child labor in West Africa**

The world's biggest YouTube star, MrBeast, has been praised by the Fairtrade movement for using Fairtrade cocoa in his hugely successful chocolate brand Feastables.

The YouTuber, whose real name is Jimmy Donaldson, believes the ethical sourcing of ingredients in his chocolate bars – which will be in Irish shops over the coming months - is an important step in trying to end child labor in West Africa.

"We created Feastables, and we're going to use the incredible network of our fans to change the way business is done in cacao-growing regions around the world.

"I know we can create chocolate that people can afford and that also pays farmers fairly, so kids don't have to work."

Fairtrade Ireland welcomed the move by the YouTube sensation which they said will help some of the nearly six million people who rely on cocoa farming to make a living at often less than \$1 (USD) per day.

"We applaud this move by MrBeast which will see 100 percent of its cocoa for Feastables bars sourced from Fairtrade certified cooperatives.

"The certification ensures Feastables chocolate is produced in line with the rigorous economic, social, and environment sustainability standards the Fairtrade label is known for. This helps protect the livelihoods of cocoa farmers, farm workers, and their families.

Mr Gaynor, and his Fairtrade partners in Fairtrade America and Fairtrade Africa who worked closely with MrBeast - said that by partnering with Fairtrade, Feastables is leading the industry by example.

They said Feastables also ensures farmers get the "Fairtrade Living Income Reference Price" which will help cocoa growers invest in sustainable production and support a fair living for themselves and their families.

Fairtrade organisations say that 71 percent of shoppers recognise the Fairtrade trade mark and that 86 percent trust it.

They said that Fairtrade works with over two million farmers and workers in 70 countries around the world.

"It is an absolute honor for Feastables to be working with Fairtrade and for all of our chocolate packaging to include the esteemed Fairtrade certification," said Chief Executive, Feastables, Alex Zigliara.

"Simply put – Fairtrade is the most relied upon standard and source for those looking to buy products that are ethically and sustainably sourced.

"We know this is meaningful for our customers and helps us to achieve our central purpose of getting children off working farms and into schools."

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For more information, media interviews contact Fairtrade Ireland Executive Director, Pater Gaynor, 01 475 35 15 email: info@fairtrade.ie

Additional information:

Feastables' Ethical Sourcing Strategy

Aligning with Fairtrade Standards is another significant step within Feastables' larger commitment to transform the West African cocoa sector and get 1,500,000 kids out of child labor and into local schools.

As part of its Ethical Sourcing Strategy, Feastables is taking immediate and significant action in three ways:

- **Sourcing 100% Fairtrade certified cocoa**
- **Paying farmers and their families the Living Income Reference Price *always* because stopping child labor starts with addressing its root cause – poverty**
- **Working *exclusively* with farms that actively implement child labor monitoring and remediation systems (CLMRS) to identify, address, and prevent child labor**

In addition, Feastables is investing in local communities, in children's education and their wellbeing, and ensuring farmers have access to skilled and mechanized labor to successfully operate their farms, without child labor.

Regional Packaging Rollout: Feastables' fans can expect to see Fairtrade certified packaging start to rollout in stores by Summer 2025. Consumers seeking certified products are asked to check the packaging first before purchasing.

About Feastables

Feastables is a global snacking company founded in 2022, by Jimmy Donaldson (better known as MrBeast) with a clear purpose of becoming a force for good. By working with farmers and their families in cocoa growing communities throughout West Africa, Feastables aims to revolutionize the chocolate snacking industry by helping as many kids as possible to get off working farms where they participate in hard labor work and into local schools. Knowing this is not an easy goal to achieve and will not happen overnight, Feastables is partnering with other leaders to change the West African cocoa bean supply chain. Part of the MrBeast family, Feastables is headquartered in Chicago, Illinois. www.feastables.com