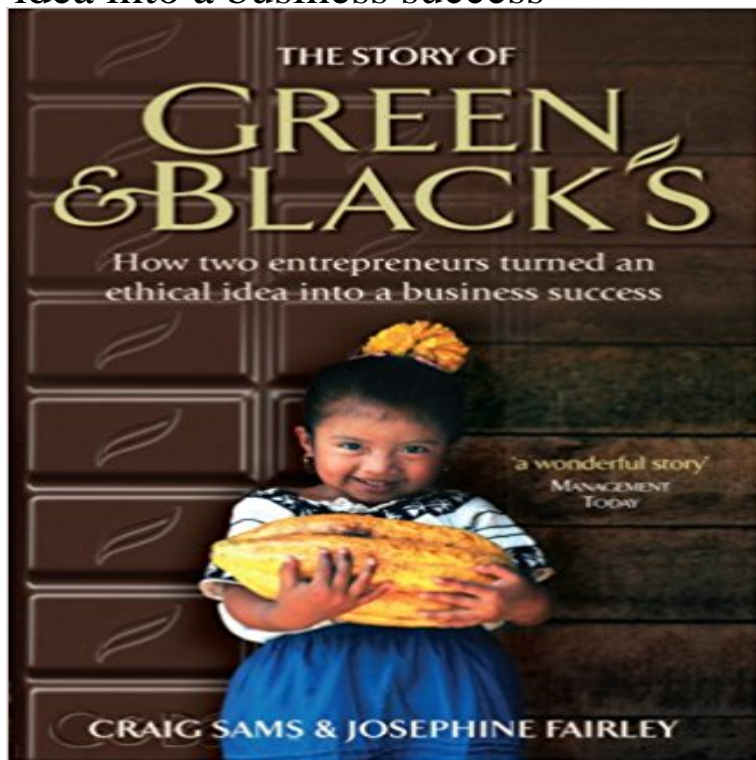


## The Story of Green & Blacks: How two entrepreneurs turned an ethical idea into a business success



Green & Blacks is one of the best-known brands in the food world, feted both for its quality and for its ethical credentials. Launched on a shoestring in 1991 by wholefood pioneer Craig Sams and his journalist wife Josephine Fairley, it is now an internationally renowned, award-winning brand and multi-million pound business. In this book the couple tell their story, relating early ups and downs, chronicling their work with cacao farmers in Belize and talking candidly about the challenges of running a successful ethical company in a cut-throat world. Both inspiring and entertaining, The Story of Green & Blacks shows what is possible when you tear up the rule book and follow your instincts. (And your tastebuds ...)

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