
Simen Sætre

DOCUMENTARY

The ugly little chocolate book *Den lille stygge sjokoladeboka*

192 Pages

There were some secrets Willy Wonka never told Charlie...

The chocolate we eat comes from Africa`s West Coast where child labor, trafficking and war are realities. Sætre has made a reportage on the chocolate on it`s way from Africa to Norway – through buyers, speculants, big corporatives, marketing and finally the consumers. He tells the story of the people he meets on this journey, and the book includes such themes as child labour, global economy, power concentration and fat camps for children. Sætre is specially interested in the old and well known Norwegian chocolate brand, Freia (now owned by Kraft foods), but he also investigates American and British brands such as Hershey`s and Cadbury`s.

The book is inspired by international bestsellers such as Eric Schlosser`s Fast Food Nation and Naomi Kleins No Logo.

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Simen Sætre is a journalist in the weekly Newspaper Morgenbladet. The last seven years he has lived in New York, China and West Africa, where he has written about issues such as developing countries and international politics.

OTHER TITLES:

Hugo. A biography. J.M. Stenersens Forlag, 2006

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