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## **Chocolate Prices Increase**

*Today we have an interview with an expert, Gautam Harper about the chocolate price increase in local stores.*

### **What is the problem?**

"Recently, many people noticed an increase in the prices of chocolate in stores. Specifically, *Lindt* chocolate. Around 10th of February, the price increased from 3.50 AED, to 7.50 AED."

### **Why might this be happening**

"One of the reasons might be because of Valentines Day. The usual tradition on that holiday is buying and gifting chocolate, so maybe the price increase relates to that. Another reason of why this is happening might not be related to this holiday at all, and the manufacturer might be increasing the price for a completely different reason."

"In conclusion, there might be a lot of reasons for this price increase to happen, not only the two that I stated. What do you think? Why did the prices of the *Lindt* chocolate increase?"

### **New information**

We have found out later that the chocolate prices are actually affected because of the price changes with the cocoa supply. It turns out that the *Lindt* company purchases their cocoa supply from West Africa, where they decided to increase the price of cocoa to pay their workers better.

[Link to the resource here.](#)