

Contacts: Kelly Lynch
Brand Building Communications
212-343-8917
klynch@brandbuildingpr.com

**American Heritage Chocolate Celebrates The History of Chocolate with
NEW Product Formats and Commemorative Packaging**

*Chocolate lovers can expect the same authentic colonial recipe in NEW easy-to-use offerings
for drinking, baking and enjoying on the go*

HACKETTSTOWN, N.J. (May 3, 2013) —Today, Mars Chocolate North America announced it will debut an expanded collection of American Heritage Chocolate products—now including four different formats—available in colonial-inspired, commemorative packaging. The debut will take place at “A Celebration of Chocolate on the Bay,” an event hosted by the San Diego Maritime Museum being held this weekend. American Heritage Chocolate is an authentic historic line of products—based on a recipe from the 1750s—that celebrates chocolate’s important role in the lives of Americans during the 18th century.

American Heritage Chocolate is the result of a unique combination of Mars chocolate-making expertise combined with Mars historical knowledge and is now available in four formats for drinking, baking or eating:

- *Chocolate Sticks*: Individually-wrapped single serving chocolate sticks
- *Chocolate Bites*: Individually-wrapped, bite-size chocolates in a keepsake muslin bag
- *Chocolate Blocks*: Two chocolate blocks, perfect for grating, chunking, shaving or baking
- *Finely Grated Chocolate Drink*: Re-sealable canister filled with a bag of finely grated chocolate for drinking or baking

“Chocolate has been woven through the fabric of American culture for centuries and American Heritage Chocolate allows chocolate lovers and history buffs alike to enjoy chocolate as our founding fathers would have—as a drink,” said Rodney Snyder, Chocolate History Research Director, Mars Chocolate North America. “The new American Heritage Chocolate commemorative packaging lets consumers take a piece of

-more-

living history home and features a ‘window of time’ emblem highlighting the colonial time period the line represents.”

American Heritage Chocolate continues to expand its distribution at living history partner sites across the United States and Canada and the product is currently available for sale at over 130 sites such as Colonial Williamsburg, Mount Vernon, Monticello, The National Archives and Parks Canada. Retail information is available at www.AmericanHeritageChocolate.com.

About American Heritage Chocolate:

In 2003, Mars Incorporated undertook an extensive global research initiative to uncover the true history of chocolate. A group from Mars led a multi-disciplinary team of more than 115 experts from around the globe who accessed over 200 archives, libraries, museums and private collections to reveal chocolate’s origin and history in the Americas. “*CHOCOLATE: History, Culture, and Heritage*,” has contributions from 45 authors, including researchers, culinary chefs, food scientists and historians from leading historic institutions, and was published in 2009 by Wiley.

Out of this research project, the American Heritage Chocolate brand was developed in 2006 by Mars Chocolate North America to help educate consumers about the history of our nation through the engaging story of one of our most beloved foods...chocolate! Fashioned off an ingredient list from 1750, American Heritage Chocolate is an authentic historic chocolate made from ingredients available in the 18th Century. The recipe represents a true taste of chocolate the way our ancestors would have enjoyed it. The product line celebrates chocolate’s important role in the lives of Americans during the 18th century. Made with all-natural ingredients and no preservatives, American Heritage Chocolate comes in four unique formats: chocolate sticks, chocolate bites, chocolate baking/grating blocks, and finely grated chocolate drink mix. American Heritage Chocolate is sold exclusively at over 130 fine gift shops at historic sites, museums and historic inns across the USA and Canada.

For a complete listing or to purchase online, please visit our website at www.americanheritagechocolate.com. Learn more about American Heritage Chocolate at [Facebook.com/AmericanHeritageChocolate](https://www.facebook.com/AmericanHeritageChocolate) or on Twitter @Choc_History.

About Mars Chocolate North America:

Mars Chocolate North America is the North American chocolate operations of Mars, Incorporated. In 1911, Frank C. Mars made the first Mars candies in his Tacoma, Washington kitchen and established Mars’ first roots as a confectionery company. In the 1920s, Forrest E. Mars, Sr. joined his father in business and together they launched the MILKY WAY® bar. In 1932, Forrest, Sr. moved to the United Kingdom with a dream of building a business based on the philosophy of a “mutuality of benefits” for all stakeholders – this vision serves as the foundation of the Mars, Incorporated we are today. Based in McLean, Virginia, Mars has net sales of more than \$30 billion and six business segments including Petcare, Chocolate, Wrigley, Food, Drinks and Symbioscience. More than 65,000 Associates worldwide are putting our Mars Principles in action every day to make a difference for people and the planet through our performance.

Mars brands include: Chocolate – M&M’S®, SNICKERS®, DOVE®, GALAXY®, MARS®, MILKY WAY® and TWIX®; Petcare – PEDIGREE®, WHISKAS®, SHEBA®, CESAR® and ROYAL CANIN®; Wrigley – ORBIT®, EXTRA®, STARBURST®, DOUBLEMINT® and SKITTLES®; Food – UNCLE BEN’S®, DOLMIO®, EBLY®, MASTERFOODS® and SEEDS OF CHANGE®; Drinks – ALTERRA COFFEE ROASTERS™, THE BRIGHT TEA CO.™, KLIX® and FLAVIA®; Symbioscience –SERAMIS®, CIRKU™ and COCOAVIA™.

For more information, please visit www.mars.com.

###