



## **Mars Honors Advancements in Chocolate History Research and Scholarship**

**2-2-2-2**

In addition to the two official grant categories, Mars Chocolate North America awarded a special “Honorable Mention” prize of \$3,000 to Old Salem Museum and Gardens for their advancements in the areas of chocolate programming.

Mars plans to award the grants on an annual basis and the submission period for the 2014 awards begins in June 2014 at [www.AmericanHeritageChocolate.com](http://www.AmericanHeritageChocolate.com). American Heritage Chocolate is an authentic line of products based on a recipe from the 18<sup>th</sup> century that was developed by Mars Chocolate North America to bring chocolate’s sweet past to life for historic site visitors through chocolate history demonstrations, chocolate drink sampling and retail availability.

### **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 18<sup>th</sup> 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 18<sup>th</sup> 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](http://www.americanheritagechocolate.com). Learn more about American Heritage Chocolate at [Facebook.com/AmericanHeritageChocolate](https://www.facebook.com/AmericanHeritageChocolate), on Twitter @Choc\_History and NOW on [www.Pinterest.com/ChocHistory](http://www.Pinterest.com/ChocHistory).

### **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 objective of creating a “mutuality of benefits for all stakeholders” – this objective serves as the foundation of Mars, Incorporated today. Based in McLean, Virginia, Mars has annual net sales of more than \$33 billion, six business segments including Petcare, Chocolate, Wrigley, Food, Drinks, Symbioscience, and more than 72,000 Associates worldwide that are putting its Principles into action to make a difference for people and the planet through its performance.

Mars brands include: Petcare – PEDIGREE®, ROYAL CANIN®, WHISKAS®, KITEKAT®, BANFIELD® Pet Hospital and NUTRO®; Chocolate – M&M’S®, SNICKERS®, DOVE®, GALAXY®, MARS®, MILKY WAY® and TWIX®; Wrigley – DOUBLEMINT®, EXTRA®, ORBIT® and 5<sup>TM</sup> chewing gums, SKITTLES® and STARBURST® candies, and ALTOIDS® AND LIFESAVERS® mints. Food – UNCLE BEN’S®, DOLMIO®, EBLY®, MASTERFOODS®, SEEDS OF CHANGE® and ROYCO®; Drinks – ALTERRA COFFEE ROASTERS™, THE BRIGHT TEA COMPANY™, KLIX® and FLAVIA®; Symbioscience – COCOAVIA® and WISDOM PANEL®.

For more information, please visit [www.mars.com](http://www.mars.com). Follow us: [facebook.com/mars](https://www.facebook.com/mars), [twitter.com/marsglobal](https://twitter.com/marsglobal), [youtube.com/mars](https://www.youtube.com/mars), [linkedin.com/company/mars](https://www.linkedin.com/company/mars).

###