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**Mars Inspires Sweet Exploration With Second Annual
Chocolate History Research and Investigative Studies Grant**

HACKETTSTOWN, NJ (August 19, 2014)—Mars Chocolate North America announced today that it is currently accepting submissions for its 2014 Chocolate History Research and Investigative Studies Grant through October 1, 2014. The grant provides funding for innovation in the areas of chocolate history research, scholarship and education. A minimum of three one-year grants will be awarded, with two \$10,000 grants focused on chocolate programming development or expansion at living history, historic or museum locations in North America, and one award of \$5,000 focused on new research in chocolate history.

“At Mars, we are committed to uncovering all there is to know about the rich history of cocoa and chocolate,” said Harold Schmitz, Chief Science Officer. “We consider ourselves fortunate to be able to work with leading researchers, historians, scientists and scholars across North America and this grant is awarded to encourage discovery and inspire activity in this uniquely interesting field of research and scholarship.”

Submissions can be made on the American Heritage Chocolate website at <http://www.americanheritagechocolate.com/home/grant>. American Heritage Chocolate is a line of authentic chocolate products based on an 18th century recipe developed by Mars Chocolate North America. American Heritage Chocolate brings chocolate’s sweet history to life for visitors to America’s cultural institutions through chocolate history demonstrations, chocolate drink sampling and retail availability. The product is currently available at over 150 living history and museum gift shops in the United States and Canada.

The Chocolate History Research and Investigative Studies Grant winners will be announced at the annual meeting of the Colonial Chocolate Society—a group formed in 2003 with the mission to investigate the history of chocolate in the Americas—held November 18-20, 2014 at Thomas Jefferson’s Monticello. Previous grant winners include Fort Ticonderoga, Old North Church Foundation and Old Salem Museum and Gardens.

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Mars Inspires Sweet Exploration

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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), on Twitter @Choc_History and NOW on www.Pinterest.com/ChocHistory.

About 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 net sales of more than \$33 billion, six business segments including Petcare, Chocolate, Wrigley, Food, Drinks, Symbioscience, and more than 75,000 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®, BANFIELD® Pet Hospital, CESAR®, SHEBA®, DREAMIES® and NUTRO®; Chocolate – M&M'S®, SNICKERS®, DOVE®, GALAXY®, MARS®, MILKY WAY® and TWIX®; Wrigley – DOUBLEMINT®, EXTRA®, ORBIT® and 5™ 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. Follow us: [facebook.com/mars](https://www.facebook.com/mars), twitter.com/marsglobal, youtube.com/mars, linkedin.com/company/mars

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