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**American Heritage™ Chocolate Makes History A Little Sweeter  
With Debut At M&M'S World® In Times Square**

**HACKETTSTOWN, NJ** (November 12, 2014)—Mars Chocolate North America is pleased to announce that American Heritage™ Chocolate—the company’s authentic historic chocolate recipe—is now available for the first time at the company’s iconic M&M’S World® store in New York City. Chocolate lovers worldwide will get to learn more about chocolate’s rich history and heritage as part of their M&M’S World® experience with American Heritage™ Chocolate’s permanent display on the third floor. A team of Mars Chocolate History Ambassadors will share hands-on historic chocolate-making demonstrations complete with sampling of American Heritage™ Chocolate today, November 12, from 10am-2pm and 4pm-7pm EST.

“American Heritage™ Chocolate is a perfect fit for M&M’S World®,” said Gail Broadright, Director of Mars Sponsorships, Mars Chocolate North America. “People come to M&M’S World® because they love chocolate and American Heritage™ Chocolate tells the historic journey of this beloved food. Among other interesting facts about chocolate, our guests will learn that chocolate has only been eaten as a candy or confection for a little over 100 years! For centuries, our founding fathers enjoyed chocolate as a hot beverage.”

“M&M’S World® stores celebrate all of the fun that chocolate brings into our lives,” said Ralph Lucarelli, Global Visual Merchandising & Design, Mars Retail Group. “And what could be more fun than learning the story behind the chocolate we know and love today?”

American Heritage™ Chocolate was developed from colonial chocolate recipes from the 1750’s and will be available in four formats for drinking, baking and eating at M&M’S World®:

- *Chocolate Sticks*: Individually-wrapped single serving chocolate sticks

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## American Heritage™ Chocolate Debuts at M&M'S World®

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

Made with all-natural ingredients and no preservatives, American Heritage™ Chocolate is an artisanal dark chocolate containing 63% cacao. American Heritage™ Chocolate is flavored with a blend of spices and ingredients available during colonial times, including cinnamon, nutmeg, chili pepper, orange, anise and vanilla making for a mildly spicy, and slightly sweet treat. The product line is Kosher-certified, made without dairy, wheat, peanuts, or tree nuts, and is made in a facility that does not contain peanuts and tree nuts.

Historic chocolate lovers can also find American Heritage™ Chocolate at over 150 living history and museum gift shops in the United States and Canada or online at [www.AmericanHeritageChocolate.com](http://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 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://Facebook.com/AmericanHeritageChocolate), on Twitter @Choc\_History and NOW on [www.Pinterest.com/ChocHistory](http://www.Pinterest.com/ChocHistory).

### **About Mars Retail Group:**

Headquartered in Mt. Arlington, New Jersey, U.S., the Mars Retail Group creates and builds retail businesses that build the brands of Mars, Incorporated. The iconic M&M'S World® stores, located in New York City, Las Vegas, Orlando, London and Shanghai, currently represent Mars' largest retail business. MRG also operates the company's Licensing and My M&M'S businesses, as well as the gourmet chocolate business that is sold under the ETHEL M® brand name. Mars Retail Group is a division of Mars, Incorporated.

### **About M&M'S World®:**

Offering a wide range of M&M'S® Brand Chocolate Candies and merchandise, the M&M'S World® stores reflect the huge popularity of M&M'S®, the world's most popular confectionery brand. The stores' merchandise includes apparel, kitchenware, plush, and glassware, as well as seasonal items and specially-designed M&M'S® branded items that reflect the personalities of the cities -- Las Vegas, New York City, Orlando, Henderson (Nevada), London and Shanghai -- where the stores are located.

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