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Mars Announces Winners of Its Second Annual Chocolate History Research and Investigative Studies Grant at Colonial Chocolate Society Meeting

**HACKETTSTOWN, NJ** (November 20, 2014) – Mars Chocolate North America is pleased to announce the awarding of the *2014 Chocolate History Research and Investigative Studies Grant* to three museums/living history locations across the US and Canada innovating in the areas of research and chocolate programming. Winners were acknowledged last night at the banquet dinner of the Colonial Chocolate Society at Thomas Jefferson's Monticello. The Colonial Chocolate Society is a group that meets annually to further the study of chocolate's history and its legacy in the Americas.

"At Mars, we encourage the ongoing study of the unique role chocolate has played in our heritage and how it will impact our future," said Harold Schmitz, Chief Science Officer, Mars, Incorporated. "This year's grant winners exemplify that cause and are paving the way for more of their visitors to touch, taste, see and smell chocolate's rich history firsthand."

Schmitz and Howard-Yana Shapiro, Chief Agricultural Officer, Mars, Incorporated awarded grants for the following activities:

- Betsy Ross House/Historic Philadelphia, Inc.: 18<sup>th</sup>-century kitchen exhibit reinterpretation and demonstration project
- Genesee Country Museum: Expansion of current chocolate history program to include new presentations to enhance the visitor experience year-round
- *Old Salem Museums and Gardens*: Further study in a research project focused on how a documented 18<sup>th</sup>-century Salem resident purchased and sold chocolate in the community

Last year's grant winners—Fort Ticonderoga, Old North Church Foundation, Ball State University and Old Salem Museums and Gardens—made presentations to their peers during the annual meeting highlighting how last year's funds were used to meet institutional goals.

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## Mars Awards Grant At Colonial Chocolate Society Meeting 2-2-2-2

Mars plans to continue to award grants on an annual basis and the submission period for the 2015 awards begins in the summer of 2015 at <a href="www.AmericanHeritageChocolate.com">www.AmericanHeritageChocolate.com</a>. American Heritage™ Chocolate is an authentic line of products based on recipes from the 18<sup>th</sup> century developed by Mars Chocolate North America. American Heritage™ Chocolate brings 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 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, on Twitter @Choc\_History and NOW on <a href="https://www.Pinterest.com/ChocHistory">www.Pinterest.com/ChocHistory</a>.

## 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®.

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