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**Chocolate’s Sweet Journey Through Time Continues To Capture Our Imagination With
New Book “Great Moments In Chocolate History”**

HACKETTSTOWN, NJ (November 3, 2015)—Mars Chocolate North America announced today the launch of “Great Moments In Chocolate History,” a book created in partnership with the National Geographic Society. “Great Moments In Chocolate History” is the first book in a two-book agreement between Mars and National Geographic and is authored by Howard-Yana Shapiro, Chief Agricultural Officer, Mars Incorporated. Shapiro is an internationally recognized expert on all things chocolate and focuses on sharing the amazing history of one of the world’s favorite foods—chocolate. Beloved by everyone from the ancient Aztec to Marie Antoinette to George Washington, chocolate has engendered a worldwide passion that has endured across the centuries and has given us some of the world’s most beloved brands, including M&M’S® Brand, SNICKERS® Brand, and MILKY WAY® Brand. The book completes the experience with 20 delicious recipes coupled with their historical significance, including two recipes featuring AMERICAN HERITAGE® Chocolate.

“The appeal of chocolate has always crossed the boundaries of time, culture, socio-economic groups, gender and generation,” said Howard-Yana Shapiro. “This book brings the story to life through detailed information and extraordinary images based on decade’s worth of research by Mars and our uncommon collaborators.”

Many fun facts, usages, innovations and brands are highlighted in the 208-page book. AMERICAN HERITAGE® Chocolate is included to showcase a historically accurate drinking chocolate that was customary in the colonial era in America. AMERICAN HERITAGE® Chocolate is an authentic line of chocolate products based on an ingredient list from the 1750’s. AMERICAN HERITAGE® Chocolate is used to bring chocolate’s sweet history to life for visitors to historic and cultural institutions throughout North America. Guests of an AMERICAN HERITAGE® Chocolate history demonstration are treated to a multi-sensorial retelling of chocolate’s “bean to beverage” story. Guests complete their experience with a sample of an authentic drinking chocolate and are able to purchase for future enjoyment.

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“Great Moment’s In Chocolate History”

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The product is currently available at over 160 living history and museum gift shops in the United States and Canada.

“Great Moment’s In Chocolate History” is now available worldwide at <http://www.amazon.com/Great-Moments-Chocolate-History-Classic/dp/1426214987> with a suggested retail price of \$19.95 US. More information about the book and chocolate history is available at http://americanheritagechocolate.com/home/about_book.

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 160 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](https://twitter.com/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](https://www.youtube.com/mars), [linkedin.com/company/mars](https://www.linkedin.com/company/mars)

About the Author:

HOWARD-YANA SHAPIRO, Ph.D., is chief agricultural officer and global director of Plant Science and External Research at Mars Incorporated. Shapiro has guided Mars toward the goal of 100% sustainably sourced cacao production since joining the company in the late 1990s. He has spent more than 35 years working with sustainable agricultural and agroforestry systems, plant systems, plant genetics, and food production systems across the world. Shapiro is a popular speaker, including at TEDMED and TED Amsterdam.

About National Geographic Books:

National Geographic Books & Home Entertainment creates and distributes books, videos and other print and digital media that inform, engage and entertain diverse audiences about our world. Annually, the group publishes more than 150 new books for adults, families and kids and releases 250+ new DVDs and digital downloads of the Society’s films and TV shows, and these National Geographic titles are available in more than 35 local-language editions. While special photographic and film collections, travel books, nature shows, birding guides and atlases are a core focus of the Society’s products, books and videos dealing with subjects as diverse as animals, the human mind, history, world cultures and the cosmos are also produced. For more information, visit [facebook.com/NatGeoBooks](https://www.facebook.com/NatGeoBooks) and nationalgeographic.com/books.

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