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

HACKETTSTOWN, NJ (November 18, 2015) – Mars Chocolate North America is pleased to announce the awarding of the *2015 Chocolate History Research and Investigative Studies Grant* to three institutions across the US and Canada innovating in the areas of research and chocolate programming. Winners were acknowledged at the 12th Annual banquet dinner of the Colonial Chocolate Society held at The National Archives, in Washington, DC. The Colonial Chocolate Society is a group whose mission is to further the study of chocolate’s rich history and its impact on past and present culture in the Americas.

“At Mars, we believe passionately in uncovering and sharing chocolate’s unique role in our heritage,” said Gail Broadright, Director Mars Sponsorships. “This year’s grant winners are thought leaders in the areas of discovery and interpretation and we are excited to partner with them to bring more chocolate stories to life for their visitors.”

Broadright, Tracey Massey, President Mars Chocolate North America and Williams Clements, Vice President, Sponsorships & Sports Marketing Mars Chocolate North America awarded grants for development of the following:

- ***Old North Church Foundation of Boston, Inc:*** Further research on Captain Jackson’s background as a chocolate maker, and expansion of the exhibit to traveling chocolate educational kits and school programming
- ***The Fort Ticonderoga Association:*** Research and living history programming portraying how chocolate was used by armies and the various cultures that held the Fort during 1777
- ***Friends of Fort Ontario:*** Research and production of a interpretive touchscreen video on the history and daily uses of chocolate at the Fort Ontario from French and Indian War to the present

Last year’s grant winners—Betsy Ross House/Historic Philadelphia, Inc; Genesee Country Village and Museum 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 2016 awards begins in the summer of 2016 at www.AmericanHeritageChocolate.com. American Heritage® Chocolate is an authentic line of products based on ingredient lists from the 18th 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 products for in home use.

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 Pinterest [@ChocHistory](https://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)

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