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**Mars Encourages Deeper Discovery Into The Origins of Chocolate With
Chocolate History Research and Investigative Studies Grant**

HACKETTSTOWN, NJ (June 1, 2016)—Mars Chocolate North America announced today that it is currently accepting submissions for its 2016 Chocolate History Research and Investigative Studies Grant through October 1, 2016. The grant, now in its fourth year, provides funding for innovation in the areas of chocolate history research, scholarship and education. A total of \$30,000 in grant money will be awarded. Two of the grants will be focused on chocolate programming development or expansion at living history, historic or museum locations in North America, and one award will be for new research in chocolate history.

“At Mars, we believe that chocolate’s historical significance plays a large role in why it is so beloved across the globe today,” said Gail Broadright, Director Mars Properties. “We are committed to uncovering the most relevant narratives and sharing chocolate’s robust story.”

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 historic tasting chocolate products based on ingredient lists from the 1750’s. Developed by Mars Chocolate North America, AMERICAN HERITAGE® Chocolate brings chocolate’s sweet history to life for visitors to cultural institutions through out 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. The product is currently available at over 160 living history and museum gift shops in the United States and Canada.

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Mars Encourages Deeper Discovery

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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 14-15, 2015 in the New York Metro area.

Previous grant winners include Old North Church Foundation, Fort Ticonderoga, Friends of Fort Ontario, Betsy Ross House/Historic Philadelphia Inc, Genesee Country Museum and Old Salem Museum and Gardens.

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 ingredient lists from the 1750's, 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. 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.

In 2015, Mars launched "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. The book brings chocolate's story to life through detailed information and extraordinary images based on decade's worth of research by Mars and our uncommon collaborators. The book completes the chocolate-lover's experience with 20 delicious recipes coupled with their historical significance, including two recipes featuring AMERICAN HERITAGE® Chocolate. More information about the book and chocolate history is available at http://americanheritagechocolate.com/home/about_book.

For a complete listing or to purchase online, please visit our website at www.AmericanHeritageChocolate.com.

Learn more about AMERICAN HERITAGE® Chocolate at www.Facebook.com/AmericanHeritageChocolate, on Twitter @Choc_history and on Pinterest @Chochistory or NOW on Instagram at @AmericanHeritageChocolate.

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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