



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.

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