



800 High Street • Hackettstown, NJ 07840 • (908) 852-1000



**MEDIA CONTACT:**

Valerie Donati  
vdonati@brandbuildingpr.com

## **Mars Chocolate North America Chocolate History Fact Sheet**

### **About Mars Chocolate North America's Chocolate History Leadership**

Mars Chocolate North America is dedicated to sharing chocolate's fascinating journey through time – how chocolate was made, how it was used, where it came from, and what it tasted like throughout history.

Chocolate has been woven through the fabric of American culture for centuries. With its origin in the rain forests of Central and South America at least 3,500 years ago, chocolate's rich history is intertwined in the stories of our ancestors.

Mars has more than 100 years of chocolate-making excellence. As the leader in cocoa and chocolate history, cocoa sustainability and cocoa science, Mars Chocolate North America brings the history of chocolate to life through lectures, tastings and interactive demonstrations.

A team of Mars Chocolate History Ambassadors share chocolate's journey through one-on-one historical bean-to-beverage demonstrations using authentic tools including cocoa pods, cocoa beans and nibs, a hot stone metate, winnowing baskets, chocolate drink pots and molinillo. Guests are able to see, touch, taste and smell the historic chocolate-making experience at every demonstration.

### ***Chocolate History Publications***

Chocolate *is* American history. It is more than just a food or confection. Chocolate reflects different groups of people, cultures and historical events throughout the ages, and allows us to share a common connection through time.

In 2003, Mars undertook an extensive global research initiative to uncover the true history of chocolate. Through a partnership with University of California at Davis and historic partners such as Colonial Williamsburg, Mount Vernon and Historic Deerfield, Mars led a multi-disciplinary international team of researchers, culinary chefs, food scientists and historians to compile the most comprehensive and accurate account of chocolate's journey to North America, "*Chocolate: History, Culture and Heritage*," published by Wiley 2009.

- More than 200 archives, libraries, museums and private collections were visited by 115 researchers across the world to produce 56 chapters by 45 authors. Their findings proved that chocolate was surprisingly involved in nearly every aspect of society throughout the ages.
- Efforts to publish the book were led by Dr. Howard Shapiro, Global Director of Plant Science and External Research at Mars, Incorporated, and Louis Grivetti, Professor Emeritus, Department of Nutrition, University of California, Davis.

This body of research and knowledge enabled Mars Chocolate North America to recreate a historically authentic chocolate product line—AMERICAN HERITAGE® Chocolate—and recipes which are available to the public at over 160 fine gift stores at historic sites in the United States 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](http://americanheritagechocolate.com/home/about_book).

For more information regarding AMERICAN HERITAGE® Chocolate, please visit [www.AmericanHeritageChocolate.com](http://www.AmericanHeritageChocolate.com), [www.facebook.com/AmericanHeritageChocolate](https://www.facebook.com/AmericanHeritageChocolate), on Twitter @Choc\_History, on Pinterest @Chochistory or NOW on Instagram at @AmericanHeritageChocolate

The book can be purchased through major booksellers such as Amazon.com

### **Historic Site Partners**

Mars Chocolate North America partners with more than 160 historic sites and museums in the United States and Canada such as Colonial Williamsburg, Mount Vernon, Monticello, The Smithsonian and Parks Canada to bring the story of chocolate history to life through educational presentations, demonstrations and early American chocolate tastings.

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