

**Contact:** Ampy Vasquez  
Mars Chocolate North America  
908-979-5070  
[ampy.vasquez@effem.com](mailto:ampy.vasquez@effem.com)

Valerie Donati  
Brand Building Communications  
[vdonati@brandbuildingpr.com](mailto:vdonati@brandbuildingpr.com)

### **Mars Chocolate North America Announces Winners of Its Fourth Annual Forrest E. Mars, Jr. Chocolate History Research and Investigative Studies Grant at Colonial Chocolate Society Meeting**

**HACKETTSTOWN, NJ** (November 16, 2016) – Mars Chocolate North America is pleased to announce the awarding of the *Forrest E. Mars, Jr. Chocolate History Research and Investigative Studies Grant* to 3 institutions across the US in the areas of research and chocolate programming. Winners were acknowledged at the 13<sup>th</sup> Annual banquet dinner of the Colonial Chocolate Society held at **Ellis Island, in New York, NY**. 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.

“Chocolate history is an important part of who we are at Mars,” said Gail Broadright, Director Mars Sponsorships. “Each year we have the incredible opportunity of furthering the discovery and interpretation of chocolate’s unique role in our collective heritage. Our grant winners represent some of the innovators in this space, and we are thrilled to support their work, bringing chocolate history and the history of the Americas into the lives of their visitors.”

Williams Clements, Vice President, Sponsorships & Sports Marketing, Berta de Pablos, Vice President Marketing, and Tracey Wood, Vice President, People and Organization Mars Chocolate North America awarded grants for development of the following:

- ***We Make History:*** To provide further research and development and to expand the Queen Creek Arizona-based We Make History’s display and educational programs relating to the role of chocolate in American history for the over 20,000 school students and 50,000 members of the general public they serve in their home state
- ***The Betsy Ross House:*** Research the 18<sup>th</sup> century mills that processed chocolate and to understand the role that chocolate played in the lives of free and enslaved Africans in 18<sup>th</sup> century America
- ***Genesee Country Village & Museum:*** Research the many ways that chocolate was used in 19<sup>th</sup> century food preparation

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## **Mars Awards Grant At Colonial Chocolate Society Meeting 2-2-2-2**

Last year's grant winners—The Fort Ticonderoga Association, Friends of Fort Ontario and Old North Church Foundation of Boston, Inc.—made presentations to their peers during the annual meeting highlighting how last year's funds were used to meet institutional goals.

Mars plans to continue to award grants on an annual basis and the submission period for the 2017 awards begins in the summer of 2017 at [www.AmericanHeritageChocolate.com](http://www.AmericanHeritageChocolate.com). American Heritage® Chocolate is an authentic line of products based on ingredient lists from the 18<sup>th</sup> 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 ingredient lists from the 1750's, AMERICAN HERITAGE® Chocolate is an authentic historic chocolate made from ingredients available in the **18 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](http://americanheritagechocolate.com/home/about_book).

For a complete listing or to purchase online, please visit our website at [www.AmericanHeritageChocolate.com](http://www.AmericanHeritageChocolate.com). Learn more about AMERICAN HERITAGE® Chocolate at [www.Facebook.com/AmericanHeritageChocolate](https://www.facebook.com/AmericanHeritageChocolate), on Twitter [@Choc\\_history](https://twitter.com/Choc_history) and on Pinterest [@Chochistory](https://www.pinterest.com/Chochistory) or NOW on Instagram at [@AmericanHeritageChocolate](https://www.instagram.com/AmericanHeritageChocolate).

### **About Mars, Incorporated**

Mars, Incorporated is a private, family-owned business with more than a century of history, \$35 billion in sales, and six diverse business segments producing some of the world's best-loved brands: PEDIGREE®, ROYAL CANIN®, IAMS®, BANFIELD® CESAR® (Petcare); M&M'S®, SNICKERS®, DOVE®, GALAXY®, MARS®, MILKY WAY®, TWIX® (Chocolate); DOUBLEMINT®, EXTRA®, ORBIT®, 5™, SKITTLES® (Wrigley); UNCLE BEN'S®, DOLMIO®, MASTERFOODS®, SEEDS OF CHANGE® (Food); ALTERRA COFFEE ROASTERS™, THE BRIGHT TEA COMPANY™, KLIX® FLAVIA® (Drinks); and COCOAVIA® (Symbioscience). Headquartered in McLean, VA, Mars operates in 421 facilities across 78 countries, where our more than 80,000 Associates—all united by the company's Five Principles of Quality, Efficiency, Responsibility, Mutuality and Freedom—strive every day to create relationships with our stakeholders that deliver growth we are proud of.

For more information about Mars, Incorporated, please visit [www.mars.com](http://www.mars.com). Join us on Facebook, Twitter, LinkedIn and YouTube.

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