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**Mars Encourages Deeper Discovery into The Influence of Chocolate on Global Heritage and Culture
Forrest E. Mars, Jr. Chocolate History Research Grant**

HACKETTSTOWN, NJ (June 28, 2017)—Mars Chocolate North America announced today that it is currently accepting submissions for its **Forrest E. Mars, Jr. Chocolate History Research Grant** through October 1, 2017. The grant, now in its fifth year, provides funding for innovation in the areas of chocolate history research, scholarship and education. A total of \$50,000 in grant money will be awarded.

“At Mars, we believe that chocolate has played an intrinsic role in our global heritage and culture,” said Gail Broadright, Director Mars Sponsorships and Family Properties. “Our goal is to support those institutions that are dedicated to revealing these stories, sharing them with the public, and preserving them for future generations.”

Submissions can be made on the AMERICAN HERITAGE® Chocolate website at <http://www.americanheritagechocolate.com/home/grant>. AMERICAN HERITAGE® Chocolate is a line of artisanal chocolate products based on recipes from the 18th century. Developed by Mars Chocolate North America, AMERICAN HERITAGE® Chocolate helps illuminate the stories of our collective history - from chocolate’s Mesoamerican roots, dating back over 3500 years, to its place in the lives of European and Colonial American families, to its role in popular culture today. While its rich history provides context for this intriguing global narrative, it is chocolate’s future, and its story of connection, that brings people together, spanning cultures, time and place, that inspires the **Forrest E. Mars, Jr. Chocolate History Research Grant** to push the boundaries of discovery.

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The product is currently available at over 200 living history and museum gift shops in the United States and Canada with e-commerce retail slated for Holiday 2017 and multi-channel specialty slated for 2018.

Forrest E. Mars, Jr. Chocolate History Research 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 13-14, 2017 in Washington D.C.

Previous grant winners include Betsy Ross House/Historic Philadelphia Inc., Genesee Country Museum, We Make History, Old North Church Foundation, The Fort Ticonderoga Association, Friends of Fort Ontario, 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 multi-cultural nation through the engaging story of one of our most beloved foods...chocolate! With a flavor profile drawn directly from the archives of chocolate's historic past, AMERICAN HERITAGE® Chocolate provides an inspiring, versatile way to make, bake, test, explore, play, share and show love. With AMERICAN HERITAGE® Chocolate, individuals have a culinary partner for making new stories of their own - from creating to entertaining to educating. Made with all-natural ingredients and no preservatives, AMERICAN HERITAGE® Chocolate currently comes in four unique formats: chocolate sticks, chocolate bites, chocolate baking/grating blocks, and finely grated chocolate drink mix. 2018 will see the introduction of new product formats.

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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.

AMERICAN HERITAGE® Chocolate is sold at over 200 fine gift shops at historic sites, museums and historic inns across the USA and Canada. The brand will also soon be available at e-commerce retailers Holiday 2017 and multi-channel specialty retailers in 2018. 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 Instagram at @AmericanHeritageChocolate, Twitter @Choc_history and on Pinterest @Chochistory.

About Mars, Incorporated

Mars is a family-owned business with more than a century of history making diverse products and offering services for people and the pets people love. With almost \$35 billion in sales, the company is a global business that produces some of the world’s best-loved brands: M&M’s®, SNICKERS®, TWIX®, MILKY WAY®, DOVE®, PEDIGREE®, ROYAL CANIN®, WHISKAS®, EXTRA®, ORBIT®, 5™, SKITTLES®, UNCLE BEN’S®, MARS DRINKS and COCOAVIA®. Mars also provides veterinary health services that include BANFIELD® Pet Hospitals. Headquartered in McLean, VA, Mars operates in more than 80 countries. The Mars Five Principles – Quality, Responsibility, Mutuality, Efficiency and Freedom – inspire its more than 85,000 Associates to create value for all its partners and deliver growth they are proud of every day.

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

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