

CHOCOLATE'S JOURNEY THROUGH TIME



1519

Europeans first encounter chocolate in **AZTEC SOCIETY**

1500

CONQUISTADORS bring chocolate to the Court of King Phillip II of Spain



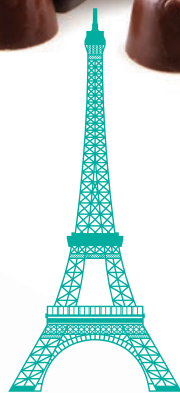
MID 1500s

It quickly becomes a luxurious imported good available only to **ROYALTY, NOBILITY,** and **CATHOLIC CLERGY**

1600



Chocolate becomes more widely available in **COFFEEHOUSES** and **CHOCOLATE HOUSES** in **LONDON**



French chocolatiers market bite-sized chocolates called **BONBONS**

1700

BAKER'S CHOCOLATE is founded in Dorchester, Massachusetts

1700s

1765

1800

Coenraad van Houten invents a mechanized machine in Amsterdam, Holland that **GRINDS CACAO BEANS**

1828 - into powdered chocolate

1831 - John Cadbury opens the first Cadbury factory in England



Joseph Fry creates a moldable paste of **COCOA POWDER, SUGAR,** and **COCOA BUTTER**

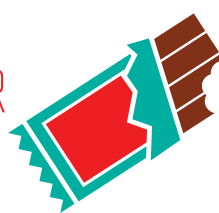
1847

Fry's company invents the first **FILLED CHOCOLATE CANDY**, Cream Sticks

1853

1867 Henri Nestlé invents **POWDERED** chocolate

The first **MILK CHOCOLATE BAR** is produced



1879

Rodolphe Lindt invents the process of "conching" that grinds cocoa paste into a **PERFECTLY SMOOTH CHOCOLATE**

Milton Hershey sees a **CONCHING MACHINE** on display and purchases it

1893

Milton Hershey invests everything he has in a **CHOCOLATE FACTORY** in the cornfields of Dauphin County, Pennsylvania

1900

The Hershey Company begins to mass-produce and distribute milk chocolate bars

1905

1907 **HERSHEY KISSES®** are introduced to the world



Jules Sechaud of Montreux, Switzerland invents machinery for **FILLING CHOCOLATES**

1913

1920-1930 **ICONIC AMERICAN CANDY BARS** are made including Snickers®, Baby Ruth®, and the Butterfinger®



1924

Frank Marks invents the **MILKY WAY®**

Venezuela's **CHOCOLATES EL REY** launches traceable, single-origin couvertures (tempered chocolate with a high cocoa butter content) and the trend of artisanal chocolates takes off

2014

THE HEIRLOOM CACAO PRESERVATION INITIATIVE is created, dedicated to identifying, preserving, and propagating the finest-flavor cacao, as well as recognizing and rewarding the growers who cultivate it

