



**AMERICAN
HERITAGE[®]**

HISTORIC CHOCOLATE

AMERICAN HERITAGE® Chocolate

Brand Overview

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 Wrigley Confectionery 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 200 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.

Learn more about AMERICAN HERITAGE® Chocolate at www.Facebook.com/AmericanHeritageChocolate, on Twitter @Choc_history and on Pinterest @Chochistory or NOW on Instagram at @AmericanHeritageChocolate.



AMERICAN HERITAGE® Chocolate

Historic Site Partners and Research

Mars' Relationship with Historic Sites

Mars Wrigley Confectionery partners with over 200 historic living history sites, museums, forts, national parks and academic institutions across North America, such as Colonial Williamsburg, Mount Vernon, The National Archives, Monticello, The Smithsonian, and Parks Canada to teach visitors about chocolate's historic journey.

Through educational presentations and hands-on demonstrations using AMERICAN HERITAGE® Chocolate, an authentic historic chocolate made by Mars Wrigley Confectionery, we work together with our partners to educate consumers on the history of the Americas through the unique lens of chocolate.

AMERICAN HERITAGE® Chocolate

AMERICAN HERITAGE® Chocolate is the result of a unique combination of Mars chocolate-making expertise combined with Mars historical knowledge. Made with all-natural ingredients, AMERICAN HERITAGE® Chocolate is an authentic historic recipe that shares the same characteristics as chocolate made during the 18th century. AMERICAN HERITAGE® Chocolate is Kosher-certified, made without dairy, wheat, peanuts, and tree nuts, and is made in a facility that does not contain peanuts and tree nuts.

How did Mars first get involved with investigating chocolate history?

Foodways experts at Colonial Williamsburg began investigating what chocolate was like in the 1700's and found it had a Mesoamerican-like profile with notes of cinnamon, orange zest, annatto seed, chili pepper, clove, and anise. Upon discovery, Colonial Williamsburg reached out to the chocolate experts at Mars Wrigley Confectionery to further explore chocolate's rich history in the Americas and to recreate a historic recipe. In partnership with Mars, UC Davis and Fort Ticonderoga and Colonial Williamsburg formed the Colonial Chocolate Society with the mission to ensure historical accuracy for the chocolate recipe, product design, packaging and accompanying literature.

Historic Site Snapshot

Our Historic Site Partners provide a range of engaging lifestyle/foodie experiences around food.

Mount Vernon

Kitchen Garden

The Historic Site features a bountiful kitchen garden, which was originally presided over by Martha Washington. In the 18th century, every home outside the city had a vegetable or kitchen garden providing nutritious supplements to rural diets. Since the 1760s, Mount Vernon's kitchen garden has been continually cultivated for the production of vegetables. A visitor in 1782 observed, "The choicest fruits in the country are to be found there."

Whiskey Distillery

In 1799, George Washington's distillery produced nearly 11,000 gallons, making it the largest whiskey distillery in America at the time. Today, a faithfully reconstructed working distillery produces small batch spirits on site.

Monticello

The Vineyards

Thomas Jefferson has been described as America's "first distinguished viticulturist." He established two vineyards at Monticello. In 1985, the Thomas Jefferson Foundation restored Jefferson's 1807 plan for the northeast vineyard using



AMERICAN HERITAGE® Chocolate

Historic Site Partners and Research *cont.*

several Jefferson-related European varieties grafted on hardy, pest-resistant native rootstock. The southwest vineyard was replanted in 1993 entirely with the Sangiovese grape.

After a visit to Monticello visitors can explore the wineries on the Monticello Wine Trail which have all been inspired by Thomas Jefferson's vision of grape growing and winemaking – a Virginian wine-making heritage. The Monticello Wine Trail offers an experience deeply rooted in history with lush vineyard views of the Blue Ridge Mountains.

The Smithsonian

Chocolate History

The Smithsonian has invested in the exploration of the history of chocolate. Tracing its roots to the early Mesoamericans, the museum has taken a long look at the role chocolate has played in our daily lives, from its distant past to its place in popular culture today. The historians at the museum can share their take on one of the most intriguing foods yet discovered in the past 2 millennia.

Colonial Williamsburg

Charlton's Coffee House

America's oldest and largest living history experience is the home to Charlton's Coffee House, which, in its heyday was the perfect location for attracting thirsty merchants and politicians leaving the Capitol. The landmark was reconstructed by a team of researchers, curators, tradespeople and builders in 2009 and sells samples of coffee and chocolate to guests based on historic recipes. The original coffeehouse was a place for digesting words as much as hot cocoa. Historic chocolate-making demonstrations happen here regularly.

Mars' relationship with the University of California at Davis

For more than four decades, UC Davis and Mars have partnered on innovative research in food, agriculture, and health.

UC Davis and Mars share a strong focus on addressing “grand challenges” faced by industry and global society as a whole through collaborative scientific research coupled with innovation and entrepreneurship in the food, agriculture, and health sectors. The origin of this relationship dates back to the 1970s with research collaborations between Mars and the UC Davis School of Veterinary Medicine. Since then Mars has partnered with UC Davis on a range of multi-disciplinary research projects covering agricultural, biological, food, veterinary and nutrition science.

Harold Schmitz, chief science officer, and Howard-Yana Shapiro, chief agricultural officer, at Mars, Incorporated are both faculty members at UC Davis in their areas of expertise.

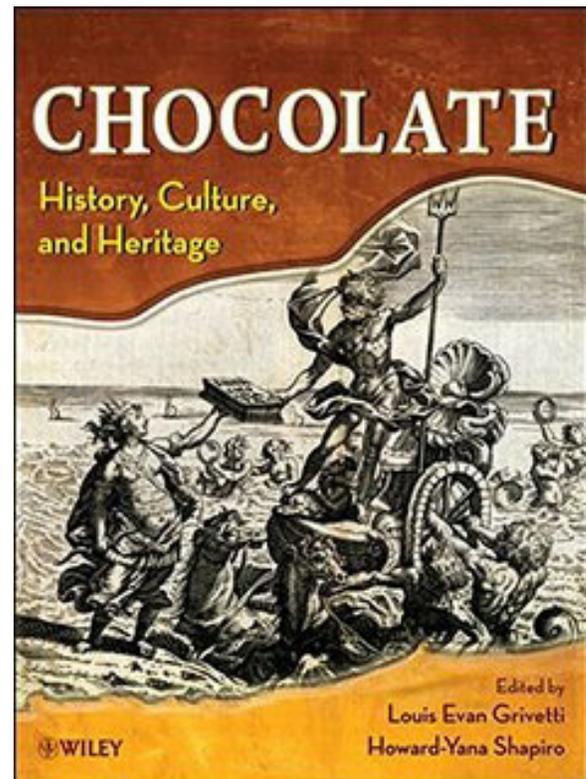
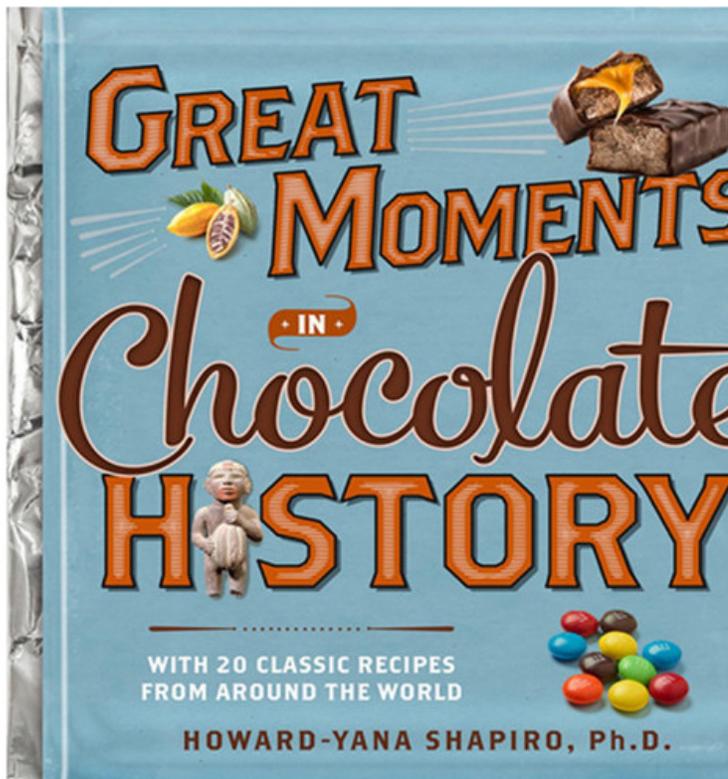
With Howard-Yana Shapiro Mars, Inc. mapped the Cocoa Genome, and with a bean-to-bar process, they lead the world's chocolate producer's Cocoa Sustainability efforts.

AMERICAN HERITAGE® Chocolate Publications

Chocolate History Books

As the leader in chocolate history research, a team 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 write a book revealing 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.

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

Chocolate Historian



Dave Borghesani

Chocolate History Research Manager - Mars Wrigley Confectionery

Dave Borghesani is the chocolate history research manager for Mars Wrigley Confectionery. Graduating from Gettysburg College where he majored in history, Dave has enjoyed a career of 30 years with Mars, serving in both internal sales support and field sales roles. Dave has worked with the AMERICAN HERITAGE® Chocolate team for over 4 years, researching and telling the story of chocolate and the role that it has played in the history of societies for over 3,500 years.

Dave has spoken to groups at historic sites such as Colonial Williamsburg, Monticello, the Smithsonian Institution of American History, the National Museum of the American Indian, the

National Archives, the Betsy Ross House, and more, tracing how chocolate made its way from the Amazon to households of pre-colonial era Americans. Chocolate has been a part of the fabric of American lives for over 300 years.

AMERICAN HERITAGE® Chocolate is based on recipes from Colonial America that allows people to taste and experience chocolate as it was enjoyed by our Founding Fathers.

AMERICAN HERITAGE® Chocolate

Product Fact Sheet

Mission: Chocolate has been woven through the fabric of American culture for centuries. Its rich history is intertwined in the stories of our founding fathers, and ultimately, the history of the Americas. AMERICAN HERITAGE® Chocolate was created by Mars Wrigley Confectionery to help educate consumers about the history of our nation through the engaging story of one of our most beloved foods—Chocolate!

Products: AMERICAN HERITAGE® Chocolate is an authentic historic line of products—developed from chocolate recipes from the 1750’s—that celebrates chocolate’s important role in the lives of Americans during the 18th century.

Made with all-natural ingredients and no preservatives, AMERICAN HERITAGE® Chocolate is an artisanal dark chocolate containing 63% cacao. Mildly spicy, and slightly sweet, AMERICAN HERITAGE® Chocolate is flavored with a blend of spices and ingredients available during colonial times, including cinnamon, nutmeg, chili pepper, orange, anise and vanilla.

AMERICAN HERITAGE® Chocolate is Kosher-certified, made without dairy, wheat, peanuts, or tree nuts, and is made in a facility that does not contain peanuts and tree nuts.

The products are available in a variety of formats for eating, drinking or baking and come in commemorative packaging featuring a “window of time” emblem reflecting certain eras in chocolate history.

AMERICAN HERITAGE® Chocolate can be used in recipes replacing semi-sweet chocolate at a one-to-one ratio. For historic and modern-day recipes using AMERICAN HERITAGE® Chocolate, visit www.AmericanHeritageChocolate.com

Formats:

- *Chocolate Sticks:* Individually-wrapped single serving chocolate sticks are great for on the go eating or stirring into your favorite hot beverage, 0.42 oz each, suggested retail price \$1.50
- *Chocolate Bites:* Individually-wrapped, bite-size chocolates come in a keepsake muslin bag and are ideal for eating and sharing, 1.69 oz per bag, suggested retail price \$7.50
- *Chocolate Blocks:* Two 3-oz chocolate blocks are perfect for grating, chunking, shaving or baking, suggested retail price \$12.00
- *Finely Grated Chocolate Drink:* A re-sealable canister filled with a 12.72 oz bag of finely grated chocolate was created for drinking or baking, suggested retail price \$22.00

AMERICAN HERITAGE® Chocolate Product Fact Sheet *cont.*

Retail Availability: AMERICAN HERITAGE® Chocolate is sold at over 200 fine gift shops at historic sites and museums in the United States and Canada such as Colonial Williamsburg, Mount Vernon, Monticello, The Smithsonian and Parks Canada. For a complete location listing or to purchase online, please visit www.AmericanHeritageChocolate.com.

More Information: Chocolate aficionados and history buffs alike can learn more about AMERICAN HERITAGE® Chocolate at www.Facebook.com/AmericanHeritageChocolate, on Twitter @Choc_History on Pinterest @chochistory and NOW on Instagram @AmericanHeritageChocolate



AMERICAN HERITAGE® Chocolate

Mars Wrigley Confectionery

Chocolate History Fact Sheet

About Mars Wrigley Confectionery's Chocolate History Leadership

Mars Wrigley Confectionery 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 Wrigley Confectionery 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.

AMERICAN HERITAGE® Chocolate

Mars Wrigley Confectionery

Chocolate History Fact Sheet *cont.*

This body of research and knowledge enabled Mars Wrigley Confectionery 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.

For more information regarding AMERICAN HERITAGE® Chocolate, please visit 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 Wrigley Confectionery partners with more than 200 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.