



AMERICAN
HERITAGE[®]
CHOCOLATE

Savor the Stories[™]

AMERICAN HERITAGE® Chocolate

Our Story

How We Began

Chocolate has been around for 3,500 years and is an integral part of global history. AMERICAN HERITAGE Chocolate, a Mars Wrigley brand, was created in 2006 to teach the world about the role of chocolate in the triumphs and trials of the American journey.

Conceived of, and crafted by, a dedicated team of historians and the legendary advocate of American History and chocolate's unique story in the Americas, Forrest E. Mars, Jr., AMERICAN HERITAGE Chocolate is the result of painstaking years of research by a multi-disciplinary team of more than 100 experts from around the globe.

AMERICAN HERITAGE Chocolate was created from the archives of the country's most venerated historic institutions, libraries and private collections as well as in consultation with leaders in food history, from Colonial Williamsburg Foundation to The Smithsonian's National Museum of American History. This passionate team developed a chocolate product with a flavor profile drawn directly from the annals of chocolate's historic past, a claim unlike any other in the marketplace. Because it is a Mars Wrigley brand, it also has over 100 years of chocolate-making excellence and true bean-to-bar process.

The mildly spicy recipe is flavored with a blend of ingredients available during the 18th century that include a hint of red pepper, vanilla, anise and cinnamon.

But what makes AMERICAN HERITAGE Chocolate unique is how it taps into the stories of our collective past, from chocolate's Mesoamerican roots, dating back to 1500 B.C., to its place in the lives of European and Colonial American families.

Chocolate is at the heart of our story. AMERICAN HERITAGE Chocolate, with its historic pedigree and variety of product formats, provides an inspiring, versatile way to make, bake, test, explore, share and show love. AMERICAN HERITAGE Chocolate is a culinary partner for making new stories of your own - from creating to entertaining to educating.





AMERICAN HERITAGE® Chocolate

Our Story

Eat, Drink and Bake!

AMERICAN HERITAGE Chocolate is available in four formats: individually wrapped Tablet Bars, individually wrapped Tasting Squares, Gourmet Hot Cocoa and Finely Grated Baking Chocolate. All products are made based on recipes and flavors from the 1700s. The Tablet Bars and Tasting Squares are exactly what you want when looking for a satisfying bite of chocolate. The Gourmet Hot Cocoa is ultra rich and creamy and definitely NOT your typical instant hot chocolate. Our Finely Grated Baking Chocolate can be used in baking and cooking for both sweet and savory recipes, giving any dish a richer, fuller taste.

You can Eat, Drink and Bake with AMERICAN HERITAGE Chocolate!



Multi-cultural Traditions

Inspiring creativity and a catalyst for making new family traditions, chocolate's timeless story is one that spans cultures, peoples, rituals, and experiences.

Chocolate really is a global story. With its origins in the Americas, and its spread to Europe, chocolate has changed the way people all over the world experience food. Chocolate's global story finds a natural home in America. One nation of many, with a history of welcoming peoples from across the world, America truly is an international melting pot. Celebrating a cross section of generations and cultures, from Hispanics, Native Americans, Japanese Americans, African Americans, Jewish Americans and European Americans, among others, all peoples/cultures have a Chocolate Story, whether it is 3,500 years old or 200 years old.



Inclusivity

Prior to the 1880s, the cacao trade did rely universally (though not exclusively) on compelled, exploited, or enslaved labor. Slavery was a global issue, and cacao was squarely in the middle of international trade. As one of the most sought-after products that was exported from the New World during the colonial era, chocolate has definitely had a complicated history. There is so much more to learn and do as we actively use the past to bring social justice centerstage today. Chocolate provides warm memories today, but it is important to acknowledge its dark past.



AMERICAN HERITAGE® Chocolate

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Where to Buy

AMERICAN HERITAGE Chocolate is proud to support the nation's historic sites. Sold in over 50 living history sites, museums and specialty gift shops, our chocolate purchase ensures that our country's history and stories will continue to be shared for years to come. Additionally, our products are also available on Amazon.

Our Events

We have a variety of entertaining events that share the important role chocolate has played throughout history. Our event schedule can be found on our website and social media channels. You can join us for a History of Chocolate or Chocolate Tasting presentation at a historic site near you or virtually from your own home! We make it fun, engaging and delicious!

Our Chocolate Historian

Dave Borghesani, otherwise known as Professor B., is the Chocolate History Research Manager for Mars Wrigley. Graduating from Gettysburg College, majoring in history, Dave has enjoyed a career of over 30 years with Mars, serving in both internal sales support and field sales roles. Borghesani has worked with the AMERICAN HERITAGE Chocolate team since 2016, researching and telling the story of chocolate and the role it has played in the history of societies for over 3,500 years.

Our Mission of Education

Mars believes that discovering global history through the lens of chocolate makes every aspect of learning engaging and fun. Teaching consumers about how early Americans experiences chocolate in the 17th and 18th centuries, how it was woven into the fabric of their lives, and how it was manufactured and distributed (including the use of forced labor), is the cornerstone for how AMERICAN HERITAGE Chocolate is used to illuminate important historical and cultural information about chocolate's complex past.



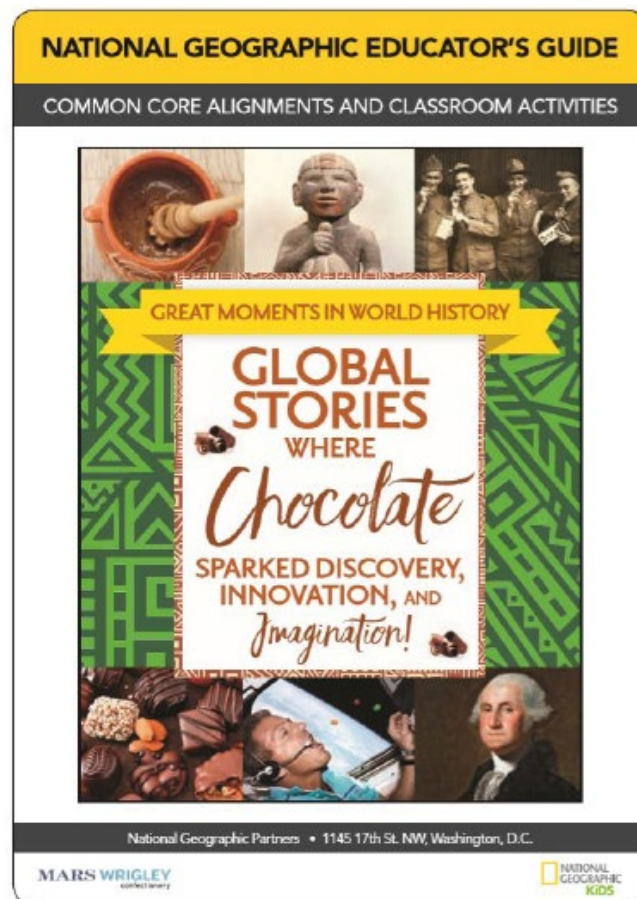
AMERICAN HERITAGE® Chocolate Publications

AMERICAN HERITAGE Chocolate & National Geographic Books

AMERICAN HERITAGE Chocolate enjoys an ongoing relationship with one of the world's most renowned book publishers, National Geographic Books. In 2018 they published an educator's guide *Great Moments in World History: Global Stories Where Chocolate Sparked Discovery, Innovation, and Imagination!* The guide is a STEM-based, 14-week curriculum published by National Geographic Books in partnership with Mars Wrigley, food historians and leading foodways experts from historical sites across North America. It is a major step in fulfilling Forrest E. Mars, Jr. and the Mars Family's long-standing legacy of education.

To formulate the lessons in this guide, the team at National Geographic Books and David Borghesani, Chocolate History Research Manager, Mars Wrigley, received support from a variety of historic American sites including Old North Church & Historic Site, Fort Ticonderoga, George Washington's Mount Vernon, The Colonial Williamsburg Foundation, Thomas Jefferson's Monticello and Old Salem Museums & Gardens.

This is the third book Mars Wrigley has developed. In 2009, the company published *CHOCOLATE: History, Culture and Heritage*, with Wiley and in 2015 they launched *Great Moments in Chocolate History*, with National Geographic Books.



AMERICAN HERITAGE® Chocolate

Partnerships

AMERICAN HERITAGE Chocolate & First Book

Education is one of AMERICAN HERITAGE Chocolate's key brand goals. In 2019, the brand began a partnership with social enterprise, First Book, to help provide critical resources, books and experiences to Title 1 schools across the country. Through generous donations and by underwriting Reading and Discover Experiences and Teacher Appreciation programs, virtual field trips and more, this partnership is dedicated to ensuring First Book can continue to provide the best resources to students in need.

In 2020, when stay-at-home orders issued during the coronavirus pandemic disrupted the school year, many children facing poverty did not have access to educational resources at home. While First Book publishing partners donated over eight million books to kids in need, the organization needed help to ship educational materials to homes across North America. AMERICAN HERITAGE Chocolate stepped in and pledged additional funds to help the organization distribute over 50,000 books to nearly 20,000 students in underserved communities.

That same year, AMERICAN HERITAGE Chocolate and First Book launched a giveaway for 1000 eligible Title 1 teachers called "Wishes for Books." To enter the giveaway, Title 1 teachers were encouraged to share their classroom's wish for the future of America on the digital platform MyWishForUs.com. A total of 20,000 books were gifted during the program.

Over the past two years, AMERICAN HERITAGE® Chocolate has donated more than \$80,000, resulting in the distribution of over XX books to 100,000 students.

Forrest E. Mars, Jr. Chocolate History Research Grant

Launched in 2013, the Forrest E. Mars, Jr. Chocolate History Research Grant, named after the company's owner and advocate of the history of the Americas, has a special emphasis on uncovering and sharing chocolate's role in global history as well as its influence on heritage and culture. Grant funds are awarded for project(s) that investigate and/or educate the public on the history of chocolate and/or the chocolate making process from a cultural, historic and/or scientific perspective(s). The scholarship process is competitive, and the awards will be made based on merit as judged by a panel of experts. Educational impact is the forefront of this decision process. A minimum of \$50,000 in grants funds are awarded each year. Since 2013, there has been a total of \$266,000 in grant funds awarded.

AMERICAN HERITAGE® Chocolate

AMERICAN HERITAGE Chocolate Products

We have four different products...all based on recipes from the 17th and 18th Century!



Finely Grated Baking Chocolate

Whether baking a gift for friends, or experimenting with a prized family recipe, our Finely Grated Baking Chocolate is your perfect partner in the kitchen. An artisanal dark chocolate, it is extremely versatile and easy to use. Substitute it 1-to-1 in any recipe that calls for baking chocolate.

Our 57% cocoa, Rain Forest Alliance™ Certified, Kosher chocolate has no preservatives. AMERICAN HERITAGE Chocolate Finely Grated Baking Chocolate comes in re-sealable 12-oz packets for convenience, and a 5-lb bulk option.



Gourmet Hot Cocoa

There is nothing more satisfying than a rich cup of hot cocoa. Our Gourmet Hot Cocoa blend provides a creamy yet spicy taste experience that is literally unlike anything you've ever tried before. Our unique combination of ingredients means that every sip is spicy, soothing and satisfying.

Our Rain Forest Alliance™ Certified, Kosher chocolate has no preservatives. American Heritage Chocolate Gourmet Hot Cocoa comes in 5-lb bulk packages and re-sealable 12-oz packets for convenience.



Tasting Squares

Our Tasting Squares are just the thing for when you want a satisfying bite, but not an entire bar. With rich layers of taste and a hint of spice, one square is a delicious treat!

Our 57% cocoa, Rain Forest Alliance™ Certified, Kosher chocolate has no preservatives. American Heritage Tasting Squares come in .42-oz individually wrapped squares in a 36-piece carton and 250-piece bulk packages.

AMERICAN HERITAGE® Chocolate

AMERICAN HERITAGE Chocolate Products



Tablet Bars

Looking for a unique chocolate experience that can literally take you back in time? Our chocolate is inspired by recipes from the 1700s. One bite is like having a tasty history lesson. Test your skills and see if you can guess what spices we've used. Enjoy!

Our 57% cocoa, Rain Forest Alliance™ Certified, Kosher chocolate has no preservatives. American Heritage Tablet Bars comes in 1.27-oz individually wrapped bars in a 24-piece carton, perfect for snacking.

Product Features

- No preservatives
- No artificial ingredients
- Kosher
- Rainforest Alliance™-Certified
- 57% Cocoa

While our recipe doesn't include these items, all AMERICAN HERITAGE Chocolate items are made in a facility that contains: soy, egg, dairy, peanuts, tree nuts.



AMERICAN HERITAGE® Chocolate

Some Tidbits of Chocolate History

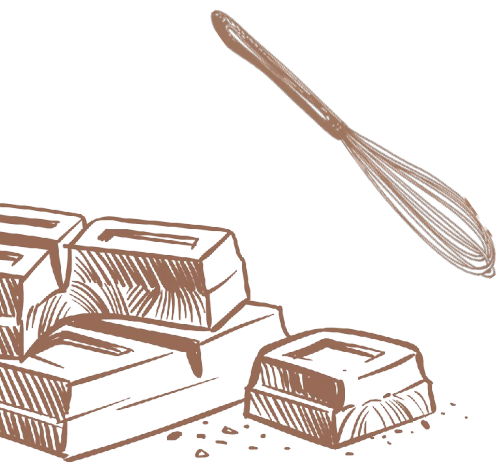
- 1,500 B.C.** The first consumption of chocolate dates back to 1,500 B.C. to an ancient Indian tribe the Olmecs, who did not have a written language, but did engrave images of cocoa trees, cocoa pods and beans, as well as the drinking of chocolate in their pottery and stoneware.
- 1528** Chocolate is introduced to Europe by the Spanish explorer, Hernan Cortez. He brings it to the King of Spain, King Charles V, who keeps the new found discovery a secret for 75 years until it slowly spreads throughout Europe.
- 1538** The Portugese first imported Africans as slaves from Guinea to Salvador de Bahia to increase the production of cacao in the regions. They were pioneers in the commercial production of cacao. They used forced labor to collect or cultivate and export a highly lucrative cacao crop from the 16th to the 19th centuries.
- 1641** The first recorded appearance of chocolate in North America is in 1641, when a Spanish ship heading from the colony on Puerto Rico to Spain encountered inclement weather and had to make port in St. Augustine, Florida. The ship contained cocoa, chocolate, and the tools to make chocolate. As a way to recover the loss for the damaged ship, the chocolate was auctioned to the local inhabitants and a chocolate consumer community was born.
- As chocolate's popularity grew during the 17th and 18th centuries, cacao and slavery were inexplicably tied together as a way for European nations to improve their economic wealth. As the demand for cacao increased, so did the need for labor to farm, harvest, process and manufacture cacao products. Almost all labor to produce cacao and other cash crops was enslaved.
- 1758** Our nation's first President, George Washington's first chocolate order was placed to his supplier in England in 1758 for 20 lbs. He also ordered 20 lbs. of cocoa bean shells for his wife Martha, who liked to use the shells to make a chocolate tea. Three months before his death in 1799, Washington ordered 50 lbs. of chocolate
- 1847** Joseph Fry and Sons, an English confectionary company, blended cocoa powder, cocoa butter, and sugar to form an edible piece of chocolate. However, it was gritty and didn't have good "mouthfeel." The bar was called, "chocolate good enough to eat."
- 1911** Frank Mars and his wife Ethel began making butter-cream candy in their kitchen in Tacoma, WA. After a few years, they moved their business to Minneapolis where they launched a small candy factory. In 1929, Mars Incorporated relocated to Chicago.

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Some Tidbits of Chocolate History

- 1941** M&M®'s Chocolate Candies was introduced by Forrest Mars, Sr. Mr. Mars observed soldiers in the Spanish Civil War eating small balls of chocolate with a hard sugar shell which helped to prevent melting. The US Army needed chocolate that could be carried in a soldiers' backpack and resist higher temperatures in regions such as North Africa and the Pacific. The candy was produced exclusively for the US army until the end of WWII.
- 1981** Beginning in 1981, M&M's Chocolate Candies have been on more than 130 space shuttle flights and is a favorite food among astronauts.

AMERICAN HERITAGE® Chocolate Whisk Tips



Whisk Tip: Did you know that the terms “bittersweet” and “semisweet” are broadly used? In the United States, both can have a cacao content ranging from 35% to 88%. Now you know!

Whisk Tip: Buttercream Balance. Don't ice a cake right out of the oven. For best results, chill your cake and bring your buttercream icing to room temperature. Try our slightly spicy, artisanal chocolate to elevate your buttercream recipe and make a new family tradition.

Whisk Tip: In a recipe never substitute milk chocolate for dark chocolate. The proteins in the milk chocolate are heat sensitive, and it contains less chocolate liquor than dark chocolate. The recipe will be unbalanced and unsuccessful.

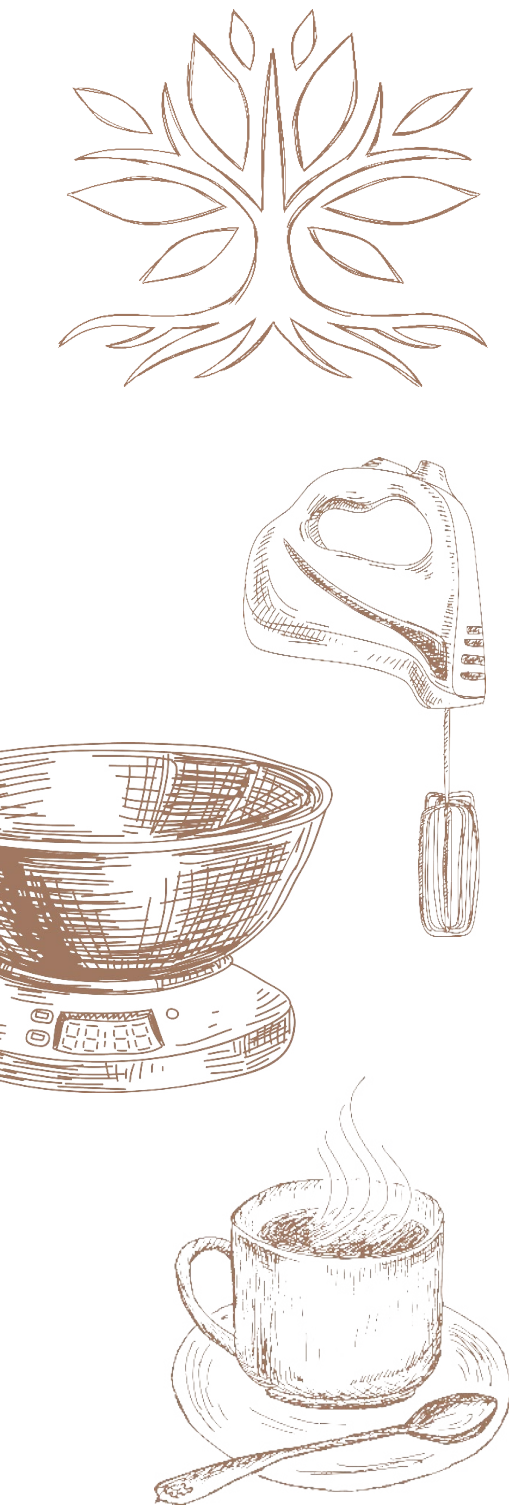
Whisk Tip: The weather may be hot enough to melt chocolate on its own, but if you're melting chocolate for baking, it can be a little more tricky. Want to use a microwave? Make sure you use moderate power to avoid overheating!

Whisk Tip: Warm ganache will separate in the refrigerator. Make sure you let it cool to room temperature before chilling

Whisk Tip: Don't be fooled! If you're melting chocolate in a microwave, it might not look melted until you stir it! Heat in 30-second intervals to avoid overheating.

Whisk Tip: In World War II, American homemakers had to come up with replacements for baking cakes. Sometimes they used mayonnaise for their batter instead of eggs. It's a technique that can still be used today!

Whisk Tip: Do you have trouble making the perfect macaron? Who doesn't? Then try this: crush unfilled macarons and mix with whipped cream and fresh raspberries. Now you have Eton Mess! We prefer a chocolate version. Best part, proportions aren't important!





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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 an excess of \$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, Blue Pearl[®], VCA[®] and Pet Partners[™]. 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 100,000 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.