Chocolate

drink of the Gods, but now a pleasure for everyone

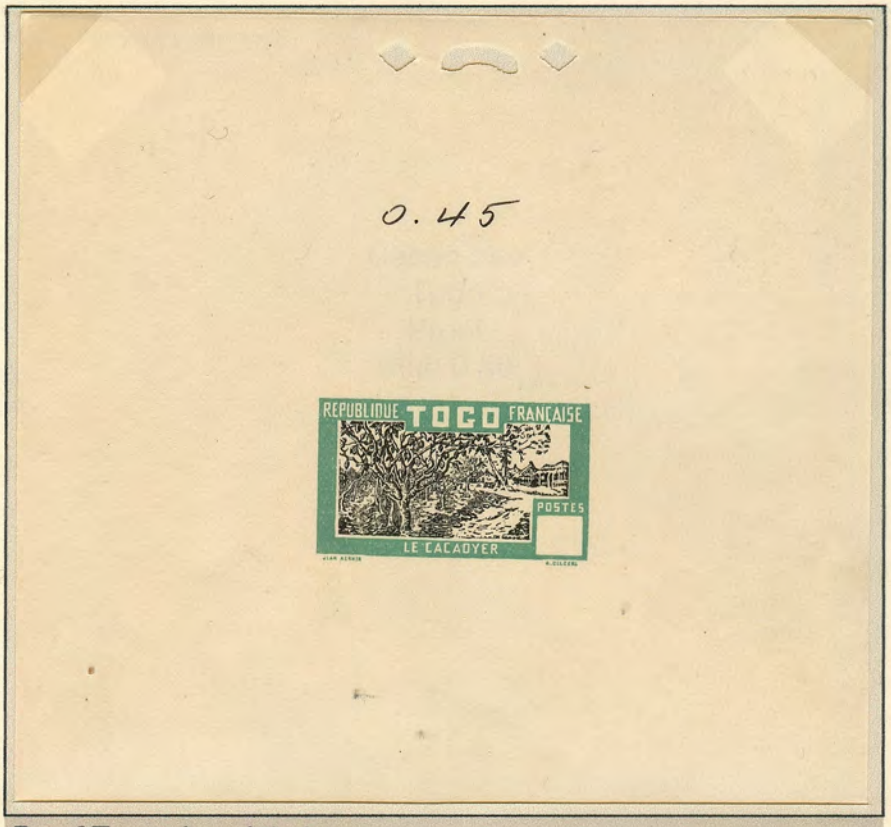
This exhibit will answer any questions on how chocolate was imported to Europe as a drink for Gods and Kings, and how it became a pleasure for (every)body and mind.



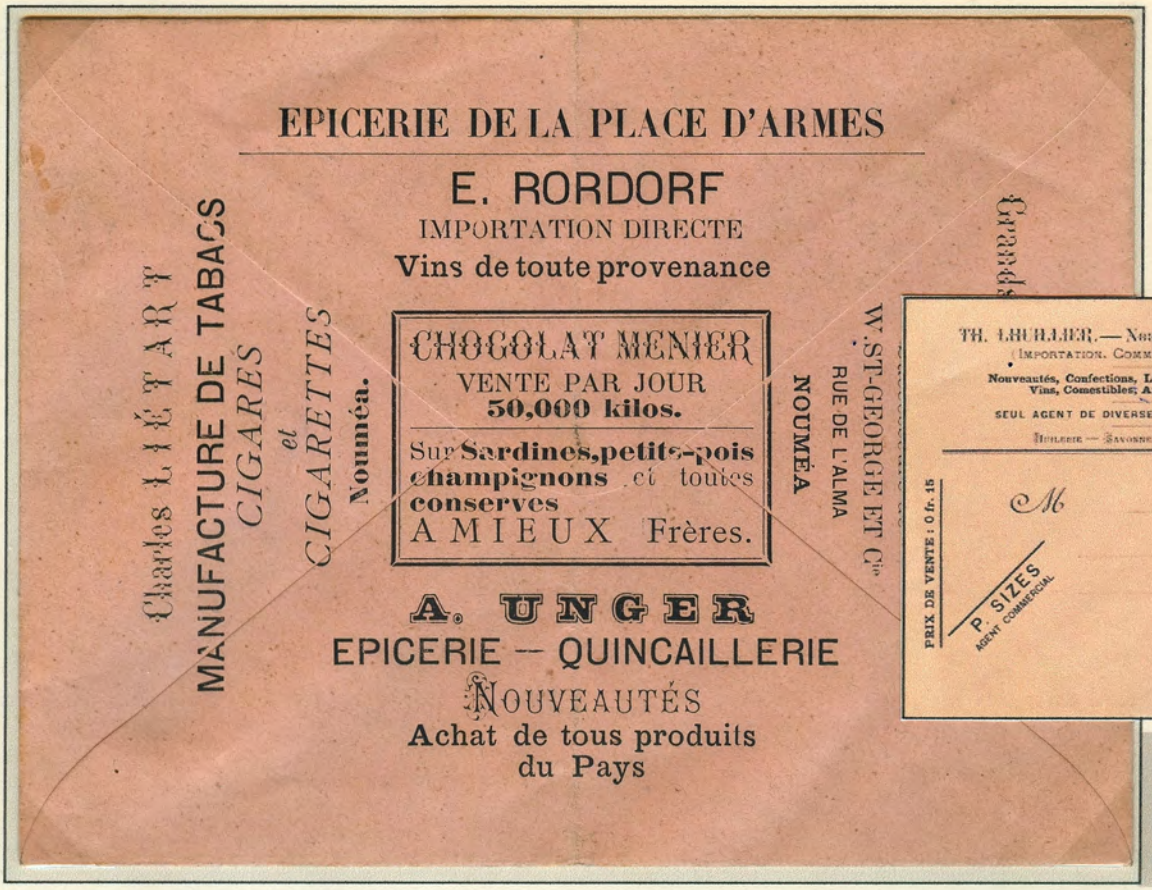
What did the Mesoamericans admire so much? Is it really a gift from their Gods?



Or just something that grows on a tree? Is it just a large pod that can be turned into chocolate - by accident?



Proof Togo chocolate tree.



How is it that chocolate became such a big success that already at the start of 20th century, chocolate companies had sold ten thousands of kilos?

Advertising stationery (New Caledonia) sold for 15c i.s.o. 25c. Chocolat Menier



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1. Chocolate conquers the world

1.1 Where it all started...

Maya or Aztecs...







Cancel: fragment Codex Nuttall: cacao exchange during wedding ceremony

The earliest use of cacao by the Maya comes from an ancient site in northern Belize. They consumed cacao-based beverages at social or political events.



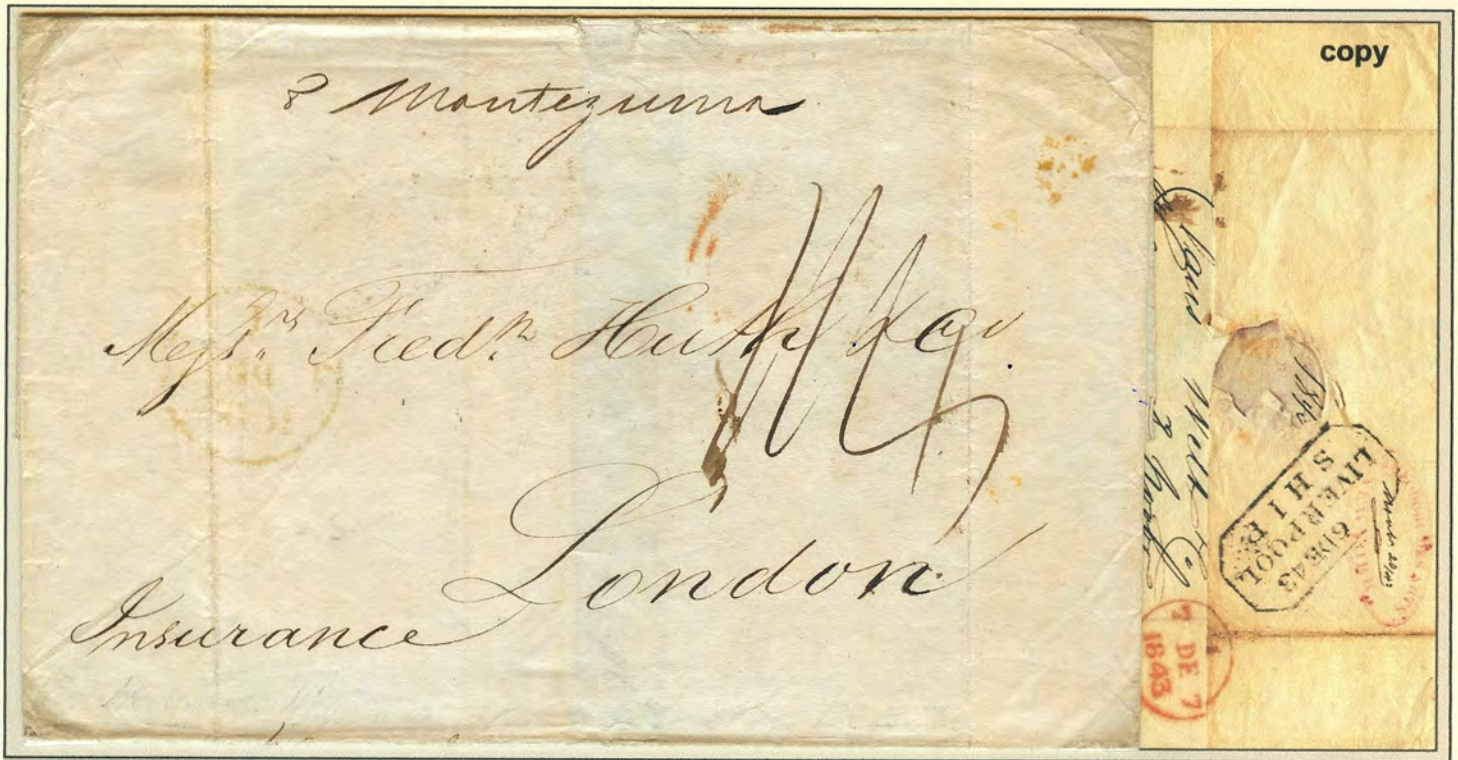
Florentine Codex

Bernardino de Sahagún, a missionary priest, wrote the Florentine Codex, (2400 pages) documenting the life and habits of the Aztec and how cacao was prepared and consumed as part of their daily life.

Emperor Montezuma himself was said to take no other beverage than his cacao and up to 50 servings daily... he drank his xoco-atl from golden goblets, which were given to the poor after a single use!



On the right: Emperor Montezuma



Letter sent from Havanna 8 Nov 1843 via New York on 20Nov 1843. Crossing the Atlantic on the ***Montezuma*** (named after Aztec Emperor) of the Black Ball Line to Liverpool arrived on 6Dec 1843, thence to London on 7Dec 1843. Port black ¼ = 1s 4d; double ship letter rate of 8d = 16d or 1s 4d

1.1 Where it all started...

first noticed by...





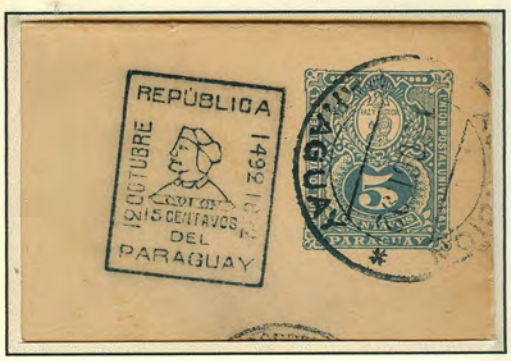
On his fourth voyage to the 'New World' between 1502 and 1504, Christopher Columbus discovered cacao beans while 'robbing' the cargo of a Mayan trader, near modern Honduras. He is believed to take the cacao beans as first to Europe.



Perforation error



White flaw by paper crease



In the beginning, Columbus was totally obsessed by gold, and had little interest in the small beans, not realizing the future important economic worth in the New World.



He assumed they were a kind of almond, and were very valuable as 'coins of the realm', and used for trading.



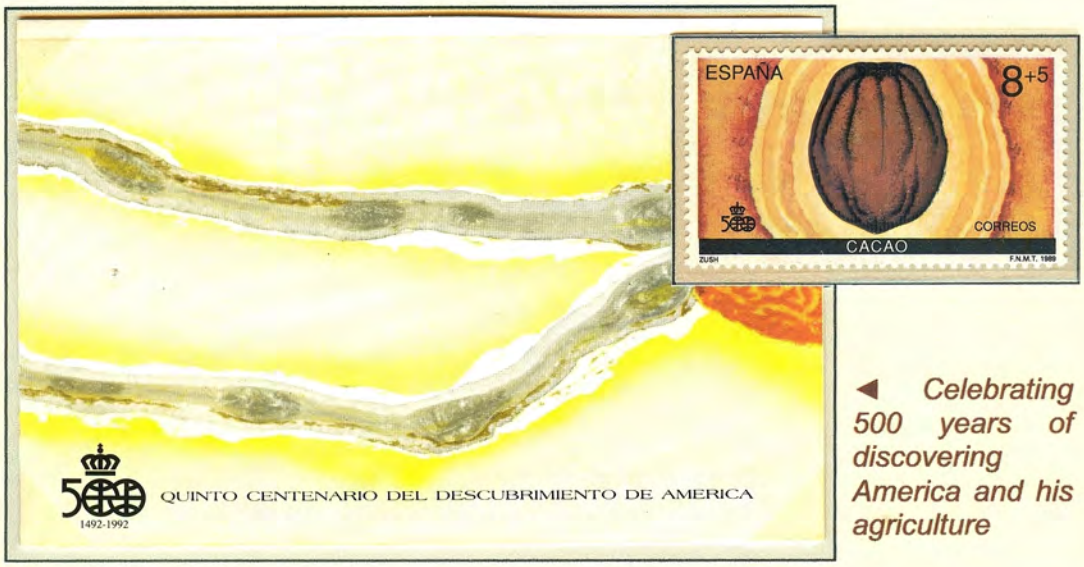
Cacao pod as money box



Proof on hard paper

1.1 Where it all started...

among other treasures



◄ *Celebrating 500 years of discovering America and his agriculture*





Columbus also took back many other treasures like; corn, tomato, tobacco, potato and cacao.





Then Spanish explorer Hernando Cortez landed at Tabasco another cacao-intensive producing region in the Mexican Gulf in 1519. His army marched on the Aztec capital of Tenochtitlan meeting Montezuma, who presented him with a large load of cacao beans, serving the cold frothy drink, to his new Spanish guests, again in golden goblets.



Print error fading color: Tabasco



Cortez also realized the commercial possibilities of this 'food of the Gods'. Fray Toribio de Motolinia (priest) on joining Cortez, noticed how the Aztec's prepared the beans for the royal drink.





Cortez, on arriving back in Grenada (Spain) in 1528, presented King Charles V the beans from his own plantations and also explained how to make the drink.

Coat of Arms with motto 'Plus Ultra' added by Charles V referring to the 'New World' ►



Grenada: mis-perforation



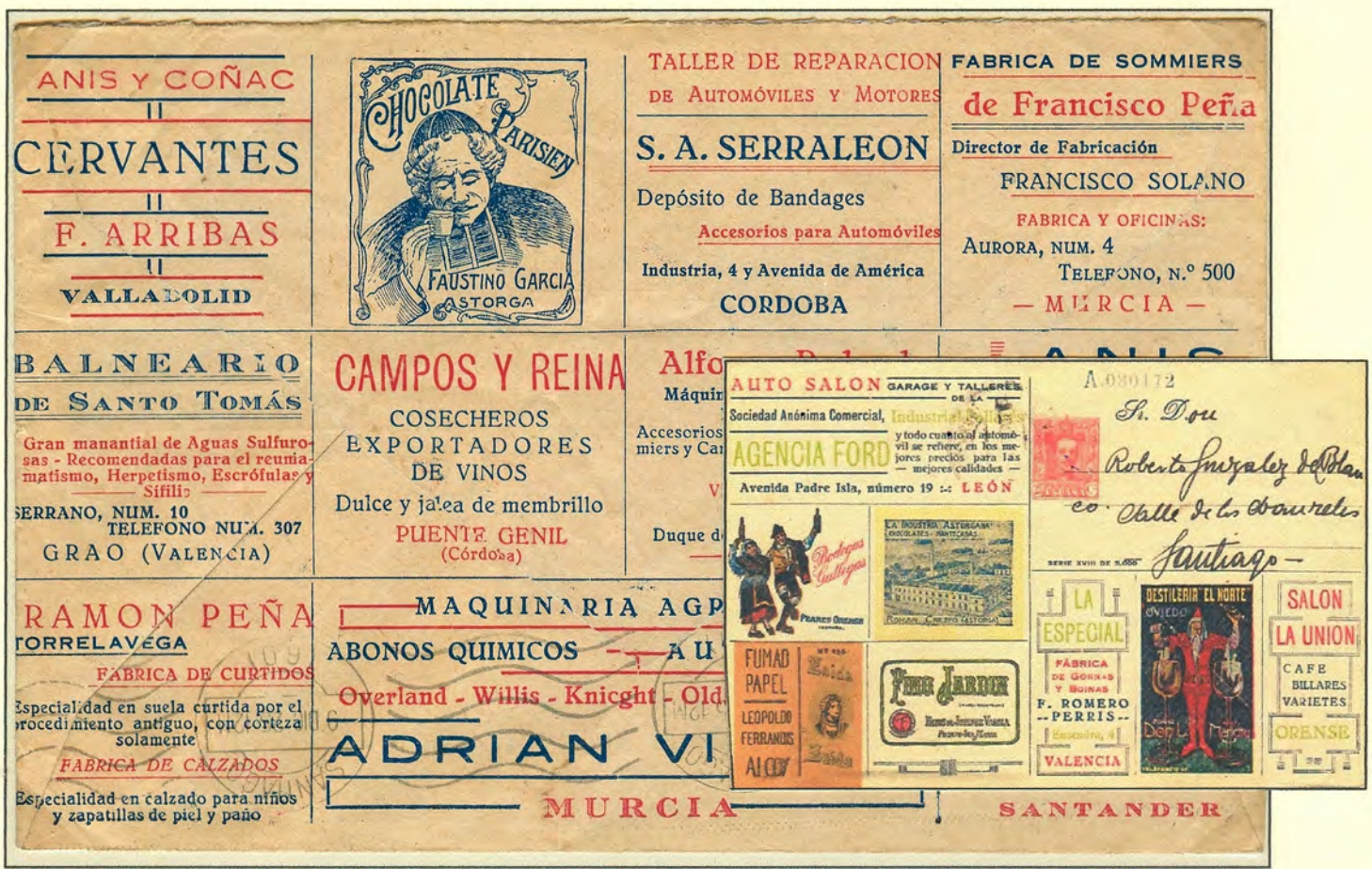
Charles V was so moved by the sweetened, refined drink that he immediately decreed it to be reserved exclusively for the enjoyment of nobility.







For about 100 years, only Spanish monks were entrusted with the secret, until Felipe IV: his wife was near death but mysteriously recovered after drinking hot chocolate. Witnessing the miracle the monks declared it a gift from God, deserving to be enjoyed by all.



Private Stationery (Spain) advert Faustino Garcia: Priest with cup of cacao



After the 1492 edict of expulsion of Spanish Jews and the onslaught of the Portuguese Inquisition in 1536, many Jews sought asylum in Bayonne, France. They imported tools and knowledge of cocoa, …





… and taught local workers the secrets of processing chocolate. In Bayonne we find the first artisans and chocolatiers guild and by 1854 it was home to at least 34 chocolate companies.

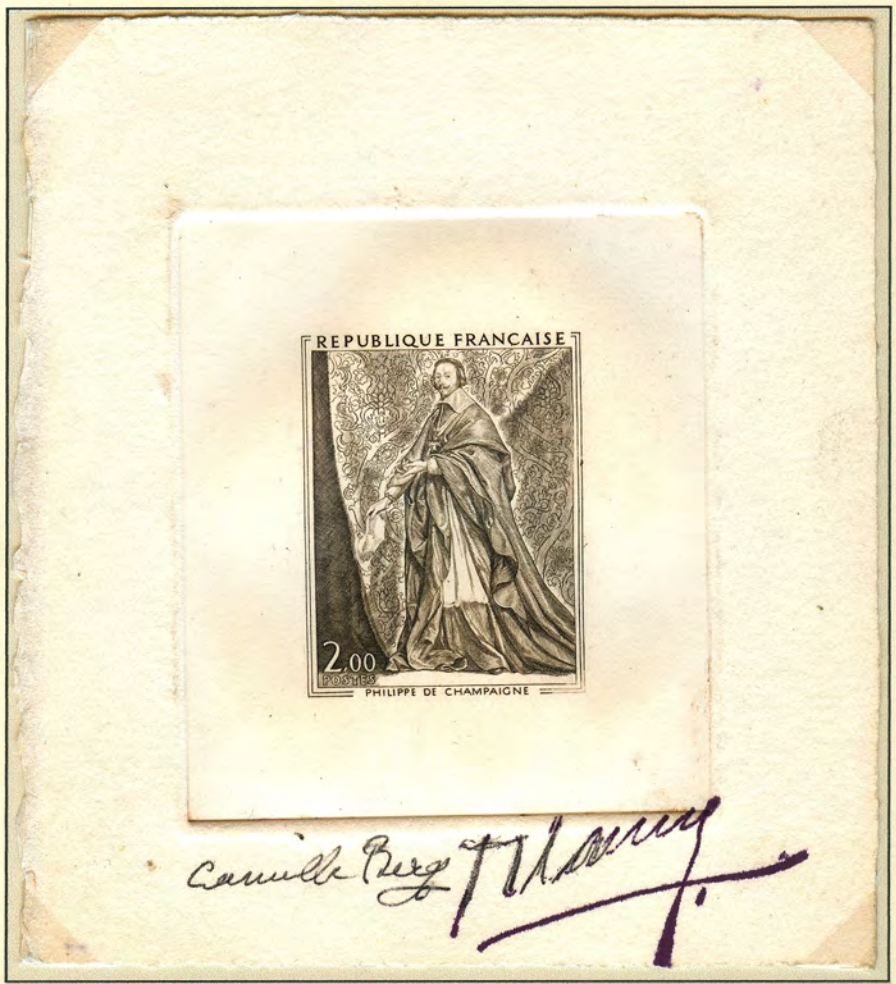


Typographic cancelled stamp (France) on newspaper of Bayonne showing chocolate advert at stamp side



Louis XIII: wrong year of birth: should be 1601

Anne of Austria, Infant of Spain, married Louis XIII in Bayonne in 1615 and shared her passion for hot chocolate with the court of France.



Artist proof engraved by *R. Cami* and *C. Berg*



So a new luxury arrived in Paris; Cardinal Richelieu seemed to be addicted to it from his very first taste.



Postcard carried by steamer ***Richelieu*** from St Louis (Senegal) to France



At the marriage of Louis XIV to Marie Thérèse of Austria in 1660, she gave chocolate as a gift to her husband.







Meter stamp model Sima (Italy): Alba D'Oro. Golden Dawn

One Florentine family (merchants of exotic products) visited cocoa plantations near Nicaragua in 1600, and saw immediately the huge trade possibilities for Italy. When they returned home, they introduced it to Pope Clemens VIII. The black gold is discovered and announced as golden dawn.



Maximum card 1954 (Vatican): Alexander VII



Proof (Paraguay): Jesuits works



Clemens VIII

Trade quickly expanded due to the Jesuits. In mid-1600 it was presented in the Pope's court but had to be investigated to see if its consumption would interrupt a required fast.

By 1662 the problem loomed large and Pope Alexander VII gave a final answer when he stated: "Liquidum non frangit jejunum." (Liquids [including chocolate] do not break the fast)

It is likely his decision was based on the fact that like so many other herbs, it was considered to have medicinal qualities.

Many priests drank chocolate before celebrating mass, as did Cardinal Mazarin, who 'couldn't live without his daily portion'.



1.2 Royals and aristocracy addicted to their daily cup(s) — taken to Austria

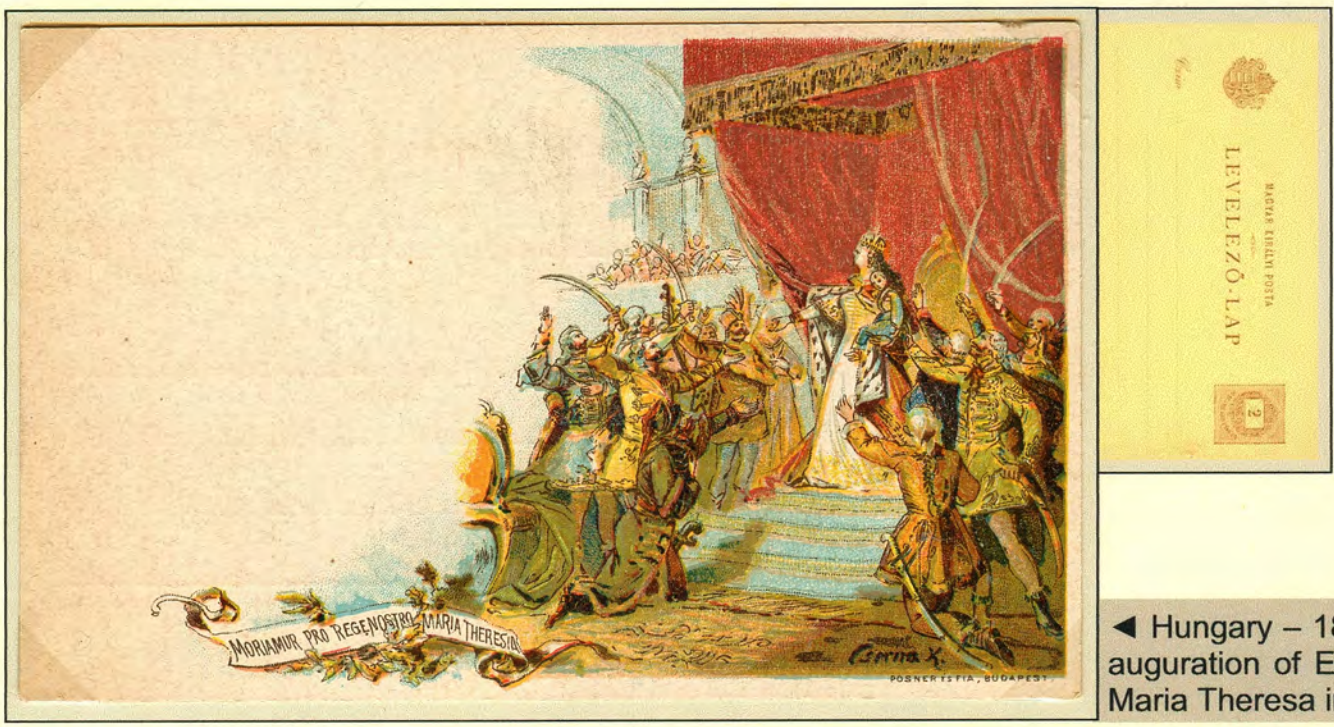


Cacao was taken to Austria in 1711 when Emperor Charles VI transferred his court from Madrid to Vienna.

His daughter Empress Maria Theresa of Austria insisted on her daily cup of chocolate drink.

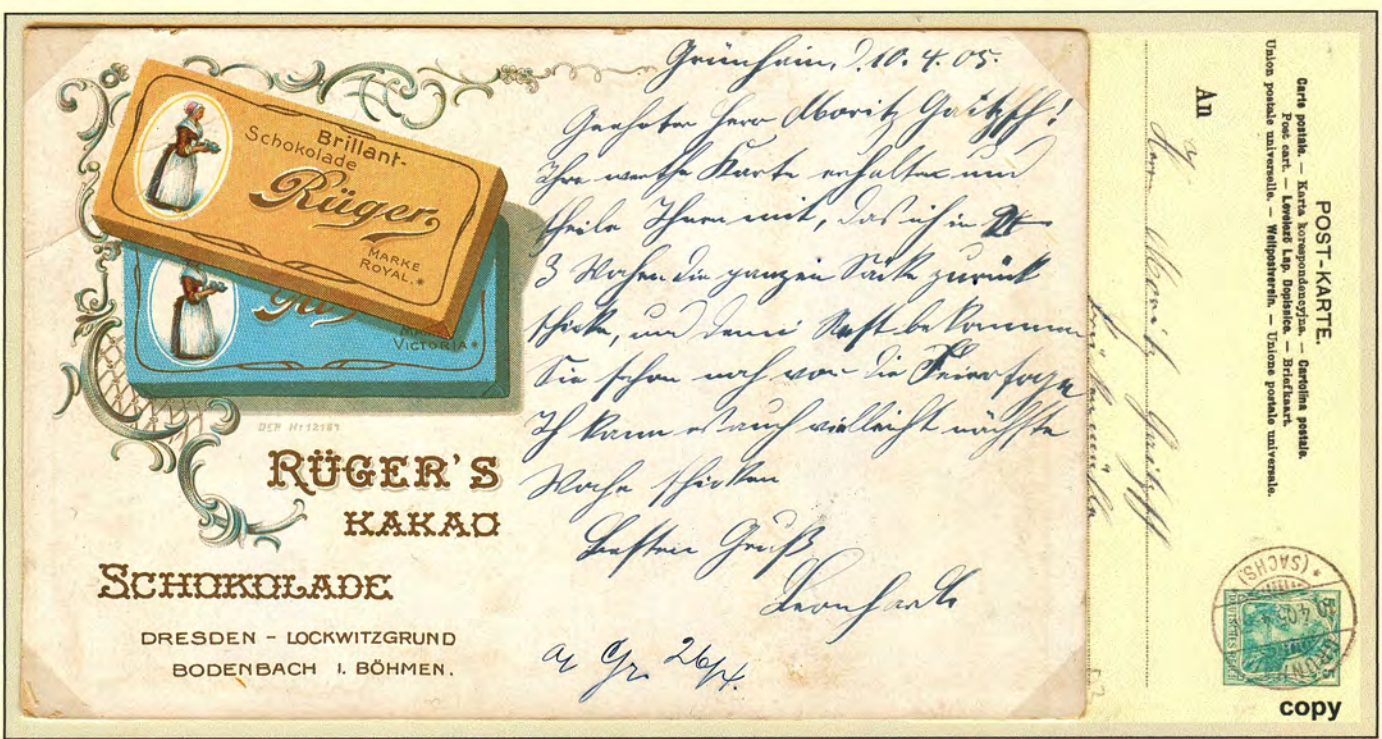


Black print ▶



◄ Hungary – 1896: Inauguration of Empress Maria Theresa in 1740

Jean-Etienne Liotard painted *The Chocolate Girl* (a pastel on parchment) in 1745, during his stay at the court of the Empress in Vienna. It depicts a maid serving a hot chocolate to the Empress.



Private Stationery (German Empire) publicity of Rüger Kakao – logo - 'Chocolate Girl' on wrapper





Meter stamp Havas Model P: Comtesse Du Barry company selling all kind of luxury products like chocolate, oysters, foie gras, etc…

Many of the aristocracy exhibited their life of luxury: the Comtesse du Barry, *mistress* of Louis XV, drank a cup of chocolate daily, but the poor couldn't afford it.



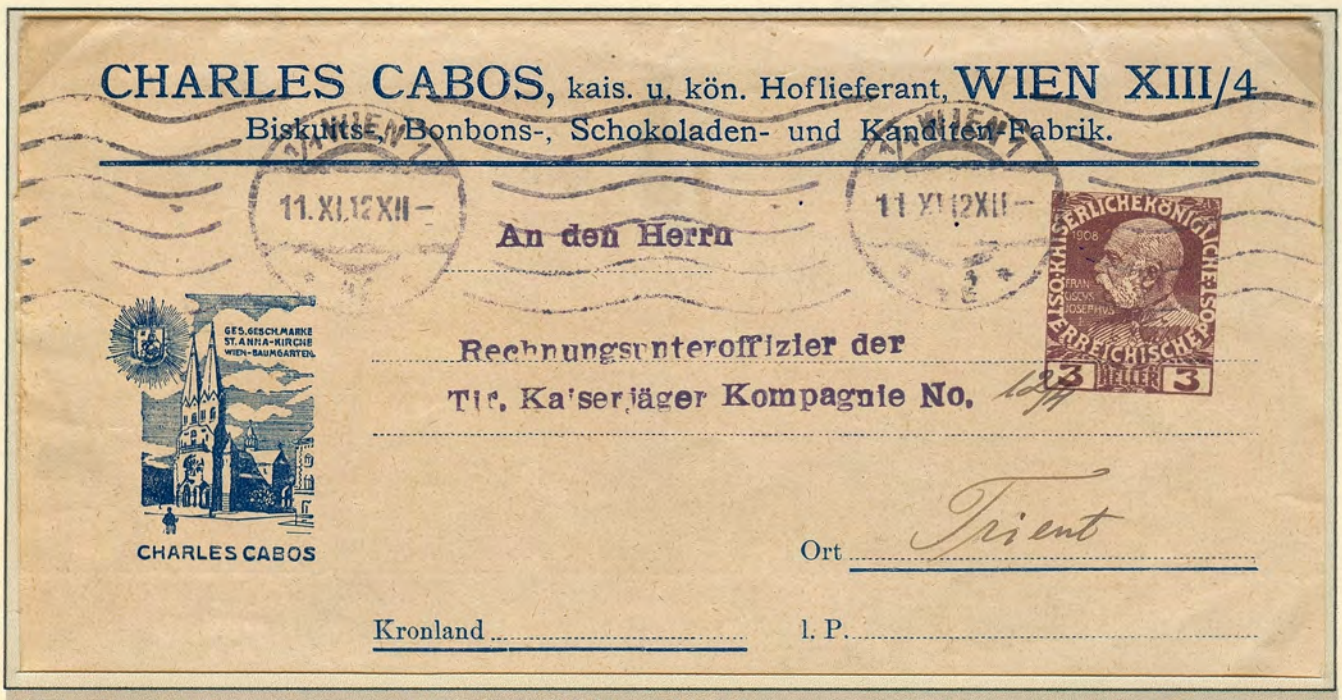
Court of Brussels



Die Proof of finished mold without value or surcharge numerals on cream paper, signed by artist *Jean De Bast*



In the court of Charles of Lorraine in Brussels (Maria Theresa's brother-in-law was the Netherlands governor) it was consumed in large quantities. Archives prove he loved the drink consuming it daily at breakfast. Making sure they never ran out of stock and to fulfill high standards, Imperial-Royal Court suppliers were chosen.

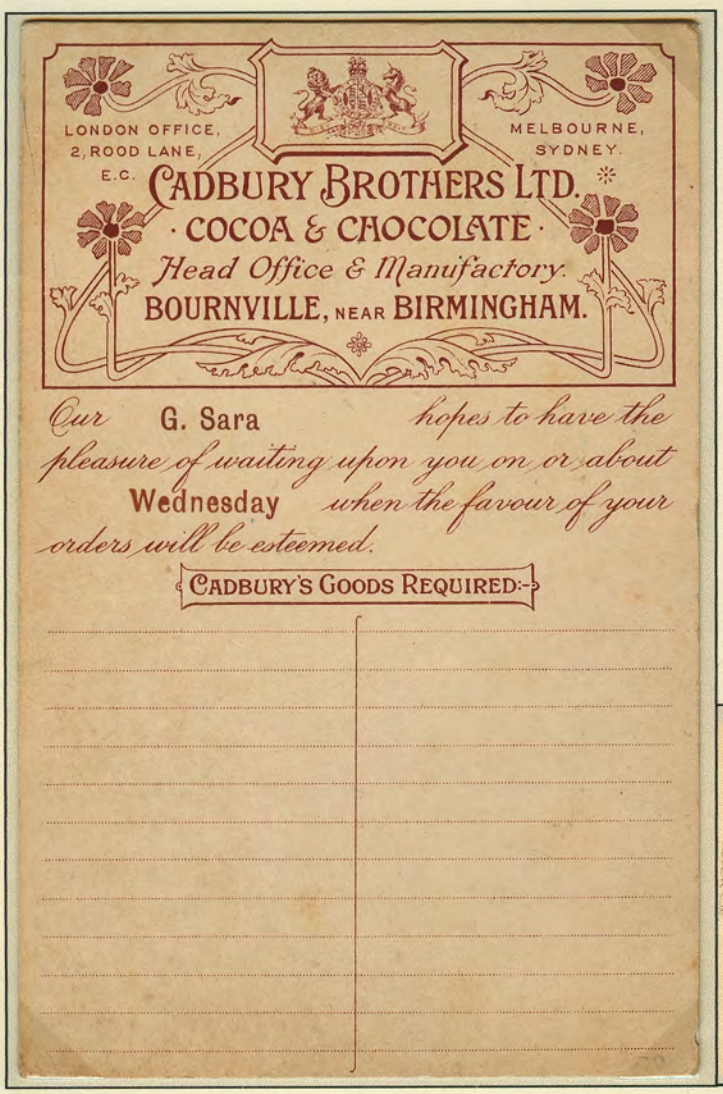


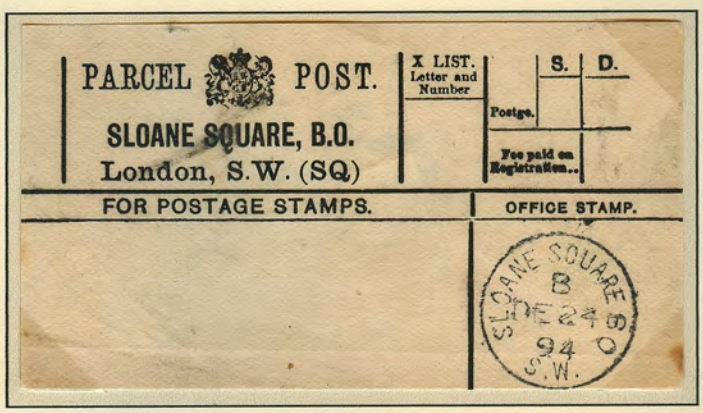
Private stationery stamped on demand (Austria): Emperors and Kings court supplier



Letter sent from Amsterdam (18 June 1737), arrived at Bridges coffee house, Cornwall, London on 4th October (Bishop Mark ⧁ 14-20mm, used from 1713 till 1787, month appearing at the base). Coffee houses were recognized as pickup or leave points for the mail till c1800.

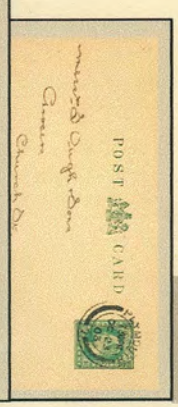
The English discovered chocolate after their conquest of Jamaica in 1659. It was served in coffee-houses; public social places where politicians, traders and writers met for conversation, trade and receiving their post. Their role was nevertheless important because they made it more affordable to everyone.





Sir Hans Sloane favored, after visiting Jamaica in 1688, the use of liquid milk chocolate as a medicinal beverage.

Cadbury, the British chocolate manufacturer, marketed it as 'Sloane's recipe milk chocolate'.



Private Stationery stamped on demand (Great Britain): Cadbury Brothers, Bournville



Meter stamp Pitney Bowes "Automax": Van Houten since 1815



Print variety; scratch thru E in right stamp: Willem I

The Van Houten Company was founded in Amsterdam in 1815. By the 1820s drinking chocolate was not widely developed – as the taste was of very poor quality.

In 1828 Van Houten invented a cocoa-pressing method, and was granted a patent from King William I. The solids were separated from the cocoa butter by means of pressing (crushing) and then treating the solids with alkali; the acids were neutralized, fibers softened, and disintegrated.



Letter Card (France - 1887 – 2nd ed.): cacao Van Houten

The result – a light fluffy powder, full of flavor, very digestible, soluble in milk or water, and with extra cocoa butter obtained during the process of making the powder, could be molded into solid chocolate bars, and then be used to coat candies.







Perfin Nestlé





Daniel **Peter** from Vevey, Switzerland invented milk chocolate in 1875, taking him 8 years. He had married the daughter of **Cailler**, Switzerland's leading chocolate maker and still today. Peter used the invention of another Swiss, Henri **Nestlé**, who had perfected the process of milk condensation. In 1904 Peter merged successfully with Amedee **Kohler** Chocolate Company.

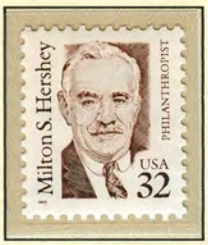




Henry Nestlé

Private stationery (Netherlands) sold for 5c i.s.o. 7½c

Peter called his product, "Gala" from the Greek, which means, "from the milk"





In 1893 Hershey, already making his fortune with caramels, attended the Columbian Exposition in Chicago and decided: "Caramels are a fad but chocolate is permanent. I am going to make chocolate."



Stationery (USA): Agriculture Building of the World Columbian Exposition in Chicago in 1893

He was impressed by the 11m high Germania statue, using 13.000 kg of chocolate. It was on show inside the agriculture building of the Columbian Exposition in Chicago in 1893.



Private stationery (Germany): Germania Statue at Niederwald; subject of reproduction in chocolate



Company J.M. Lehmann perfin **JL**; producing chocolate machines. The letter passed the German Empire foreign exchange censorship in 1920 in Dresden

After examining the J.M. Lehmann exhibit of chocolate making machinery at the 1893 Exposition, Hershey decided to sell his caramel factory and commence with chocolate. After the exposition had closed, two pieces of the Lehmann machinery were sold to him. Hershey's is now the oldest chocolate factory on the American continent. The town is named after his chocolate company.





Unable to have children of his own, Milton S. Hershey founded the Milton Hershey School in 1909 for orphaned boys.

Hersheypark is a leisure park for employees of the Hershey Chocolate Company,



Leonidas: logo based on Greek hero-king of Sparta

The Ghent fair in 1913 was attended, along with many others, by the Greek-American confectioner Leonidas Kestekides, and it was then that he decided to settle permanently in Belgium and founded the internationally famous Leonidas Company.

Leonidas has 350 shops in Belgium, 340 shops in France plus nearly 1,250 stores in 50 other countries and have become one of the highest producing, widespread companies in the world.





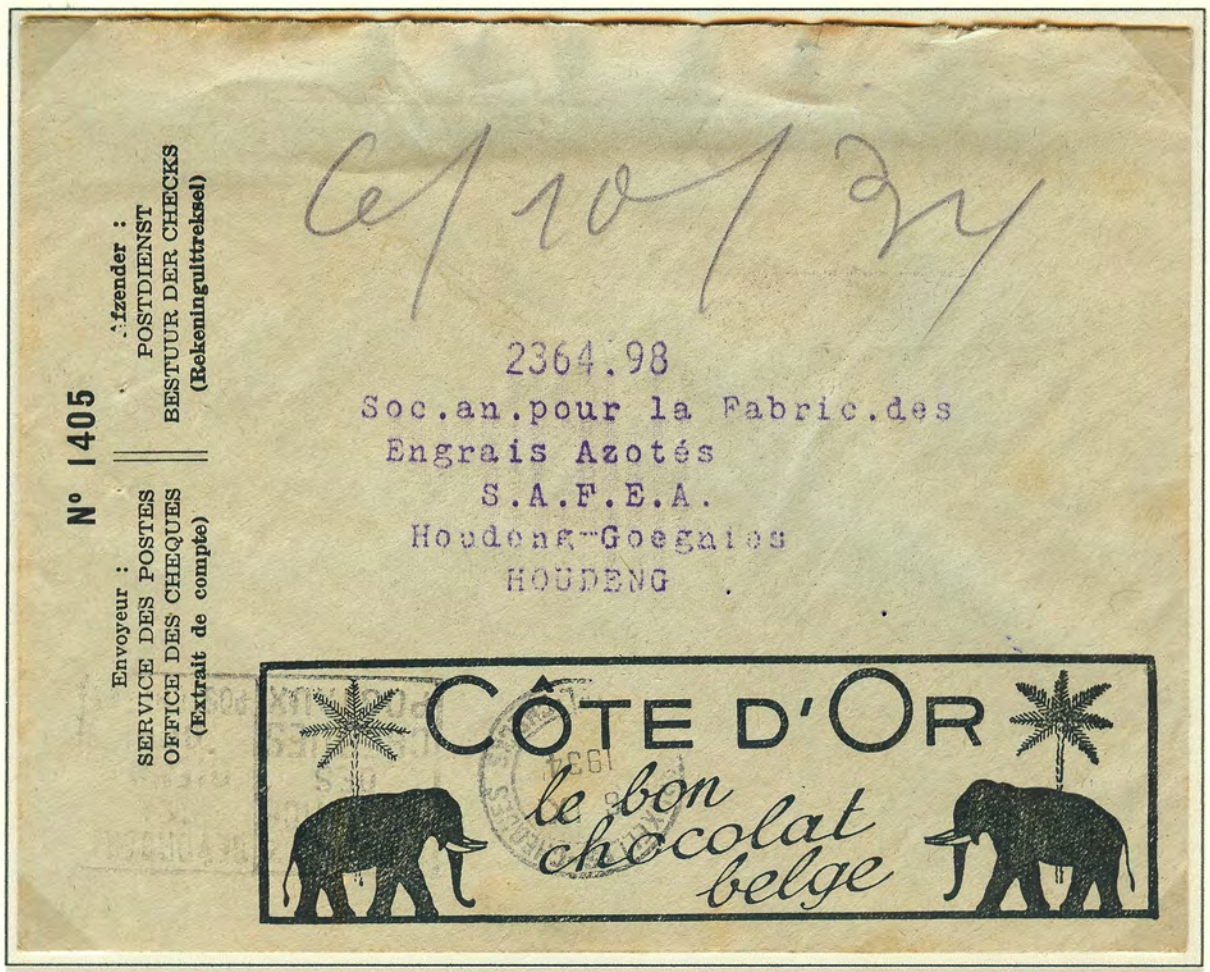
Cover from ANDRINOPLE to MARSEILLE struck with exceptional ***LEONIDAS*** Paquebot datestamp in black (5 Sept 1853). Framed **PAQUEBOTS-DE LA-MEDITERRANEE** in red at right and charged with handstruck **´20´** decime charge on arrival. Reverse with Smyrne (Turkey) and Marseille (France) arrival cancels. Boat named after Greek king of Sparta.



Meter stamp Timbrographe: Côte d'Or (reg.nr E476) formerly named Alimenta



Logo is based on a Gambian postage stamp, shows an elephant and palm tree of exotic Africa



Postgiro enveloppe (Belgium): Cote d'Or

In 1873 the chocolate factory Côte d'Or was founded. This French name referred to the Gold Coast, the old name for Ghana, a source of most of the cacao beans used in his products.



Packet postcard booklet; private stationery of packet service (Berlin) for cacao factory Theodor Reichardt. This type of cards was used for sending an order of chocolate and cacao

German company Theodor Reichardt was one of the first using beans from West Africa.



Perfin F.S. (Romania): Fratii (Brothers) Stollwerck

In 1930, Germany's Stollwerck Company bought-out the chocolate manufacturer Reichardt and from 2002 they began producing several of the Barry Callebaut products.



Meter stamp Hasler "F88/F99"; broken inner circle



Kwatta is a Belgian brand, based from 1913 in Bois-d'Haine. Prior to 1889 it was Dutch company in Breda, with beans from a Surinam plantation of same name.



Typical short advertisement; Kwatta, ideal breakfast.



Publibel proof: Manufacturer Callebaut

Callebaut founded in Belgium, began producing chocolate bars in 1911 and in 1925 chocolate covertures. In 1930 they invented a unique way of transporting liquid chocolate to provide the food industry and large chocolatiers. They are one of the rare chocolate manufacturers that even today, still select, roast and grind's its own cocoa beans.



Until 1850 mid-South American plantations grew the majority of beans due to their established background with Spain and Portugal.







In Brazil, the Portuguese colonists pioneered the commercial plantation-based production.



Transit cancel on back of cover (Brazil): promoting first class product cacao

After independence of Brazil, planters and colonial officials expanded cocoa cultivation from South America over the Atlantic Ocean to West-African colonies, establishing in both areas a modern industry that resulted in the world's leading cacao regions.



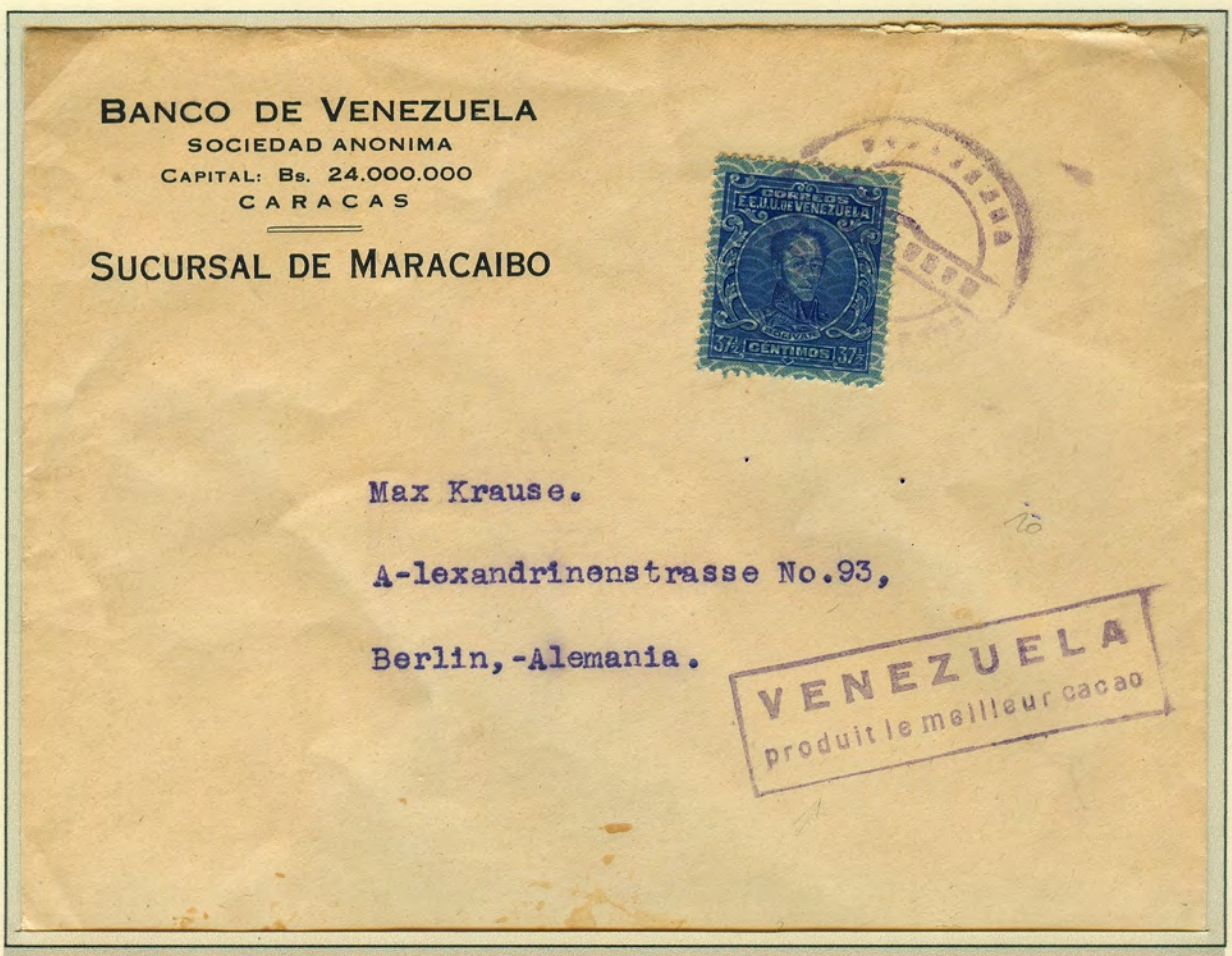
Venezuela produced over half of the world's chocolate in 1810, and one-third of that was consumed by the people of Spain.







Today Venezuela is still known for their high quality chocolate, but they need financial investment by micro credits (Fondafa).



Postal advertising cancel: VENEZUELA produces the best cacao





Arm with cacao pod of village Makokou (Gabon)



The Portuguese transferred production to West African colonies like *St Thomas and Prince* and with growing cacao consumption in Europe in the1850's, the Ivory Coast also played an important role.



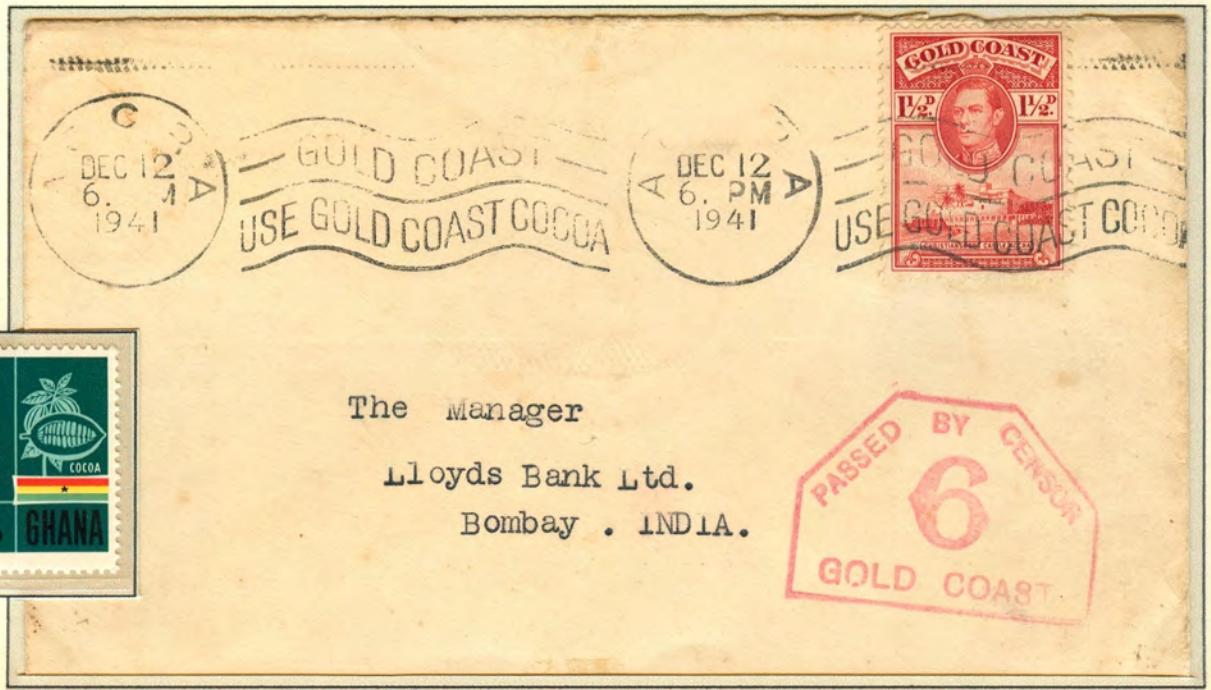
Flam Bitam (Cameroon): Center of cacao

Cameroon was one of the first cocoa-producing colonies in West Africa and is still today.





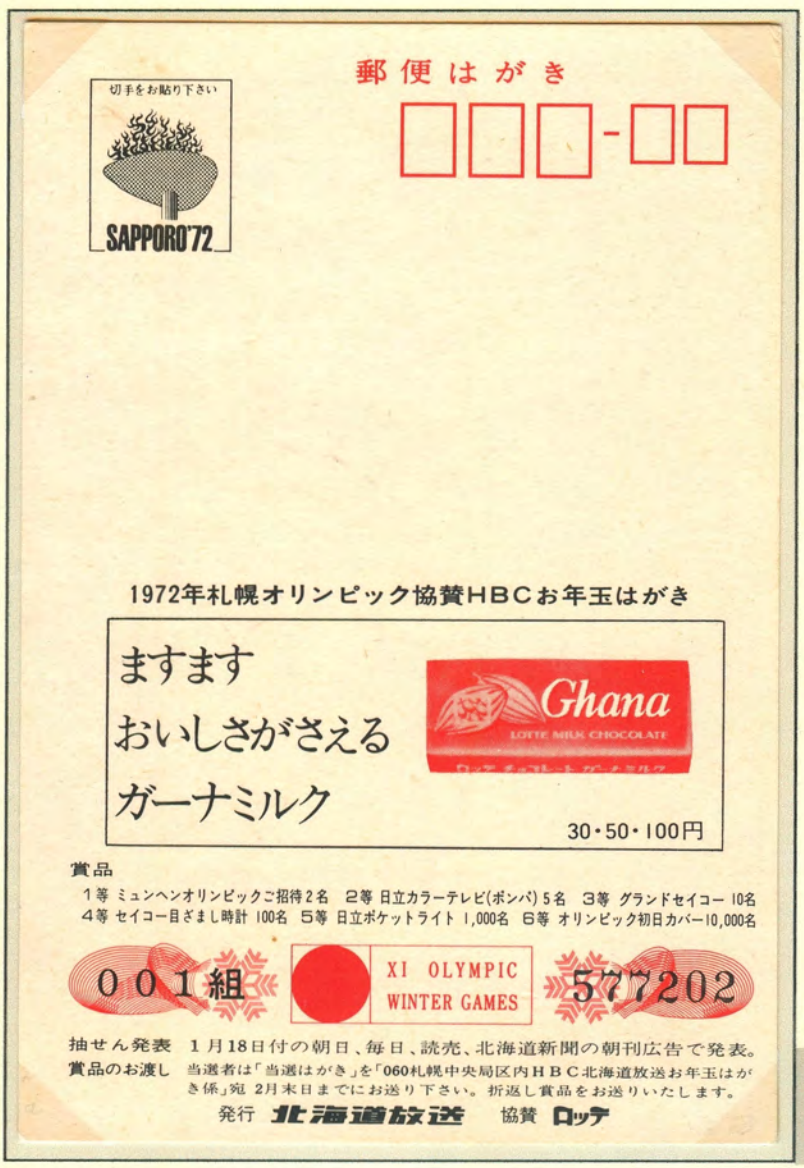
Unfortunately, these laborers were slaves, imported from Guinea, Liberia, and St Thomas and Prince Islands or inland.





Censor cancel (Great Britain) in Gold Coast

Due to increasing consumption and popularity, new plantation areas were located closer to Europe.





Countries such as the Gold Coast (Ghana), Nigeria, and Congo became the principal sources for the European manufacturing industries.





Echocard (Japan) winter games Sapporo 72: Number one Lotte Ghana Chocolate factory in Japan: named after the country Ghana

2. The transformation

2.1 How to grow a cacao tree

varieties





It was called "xocol-atl" (pronounced "shoco-latle") by the Aztecs. In 1753 the cacao tree was recognized by famous Swedish scientist and naturalist, Carolus Linnaeus. He named it “Theobroma cacao”, [the food of the Gods] in the family Malvaceae.





Trinitario: orange brown pod



Forastero: green pod



Red Trinitario: red purple pod



Criollo: orange yellow pod

There are about 20 known varieties of the cacao plant, but only three are commonly used: **Criollo**, **Forastero** and **Trinitario**. They can be recognized by their color and size, as well by the color of the beans and hardness of the pod.



Stationery (China) entrance ticket for Xinglong Tropical Garden; *Red Trinitario: red purple pod*









Thousands of small waxy white or pink flowers (on average 20.000 per tree) are produced in clusters directly on the trunk and older branches; this is known as cauliflory.





Silver head shifted down



Specimen ▶



Only 10 to 50 flowers per tree will develop into pods over a 4 to 6 month period, ripening from shades of green and maroon to gold or scarlet.



Postage meterstamp Francotyp-Postalia T1000 (digital).













Progression proof

The tree takes at least 4 years to mature before flowering and fruiting occur. Each pod weighs between 200 and 800 grams and contains 25 to 40 seeds; harvesting occurs twice yearly.



The fruit is a huge berry, usually egg or melon-shaped.



Color proof (Gabon): Cacao pods hanging in tree



Die proof (Gabon) by Jacques Derrey





A tree can grow as tall as 12-15 m in the wild but to facilitate harvesting most cocoa farmers do not let it grow higher than 4-8 m.



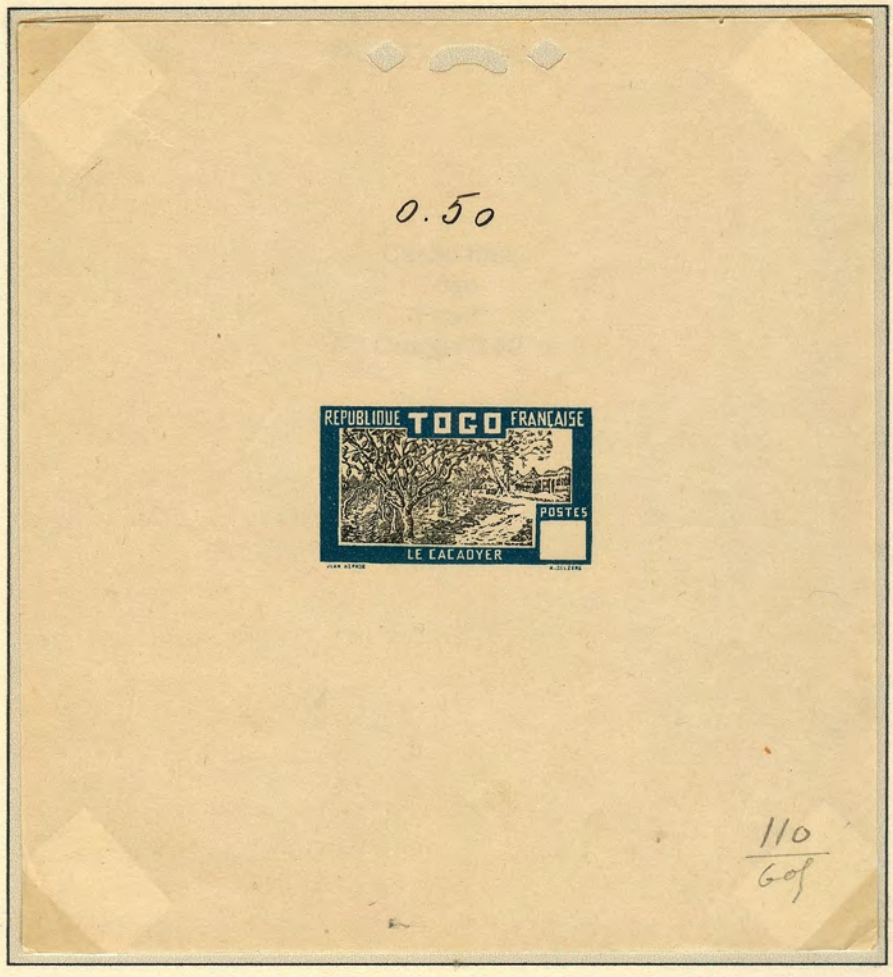
It's not known for certain how long they live, but on average around 50 years.



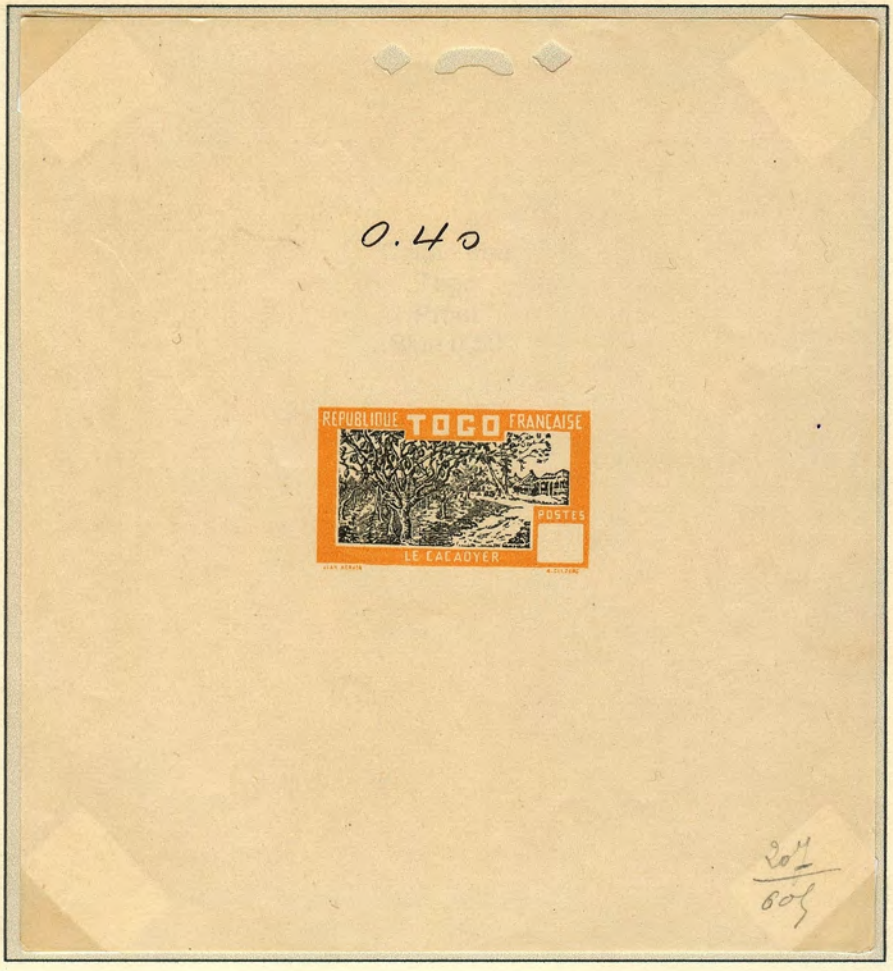
Variety upper stamp imperforated, less than 10 in existence.



Black shifted



A plantation has around 50 trees per 1000m², so they are rather close at 4 to 5m from each other.





They grow best in shade with larger trees as neighbors.



Inking faulty print



58me Année. — N° 48.

E GRASSE

NDISSEMENT

des Annonces Judiciaires et Légales.

USTRIE ET AVIS DIVERS.

Y D'INGHUEM, pro-
RAIMBOIS, proprié-
propriétaire-forestier.
APPORT en faveur
urs,
at droit :
l;
ition des bénéfices ;
elle dans l'actif social.
AR TRIMESTRES
15 Juillet et 15
uscrivant) 250 fr.
épartition (pr action.
s besoins de la So-
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usqu'à ce jour par
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de tous côtés à la
nérale, étant souve-
nts, pour fixer défi-
u capital social de
lé que les souscrip-
es reçues dans les
date à

« Il est bon de se mettre en garde contre « cette manœuvre et d'y résister, car beau- « coup vendent des imitations et des contre- « façons à la place du vrai *Chocolat-Menier*, « imitations ou contrefaçons qui portent pré- « judice au consommateur et peuvent nuire à « la réputation de la *maison Menier* en subs- « tituant un produit de qualité inférienre ou « défectueuse à un produit de qualité supé- « rieure. C'est parceque j'ai été moi-même « victime de ces substitutions reprochables que « je m'assure toujours de la provenance en « exigeant l'étiquette véritable. »

Dans la série de ses *Études* sur l'Exposition universelle de 1867, quand M. Cerfberr de Medelshem est arrivé à l'industrie du Chocolat, il a choisie naturellement la *maison Menier* pour guide, parceque cette maison tient la tête de cette industrie et quelle en représente l'ensemble le plus complet par ses plantations de cacaoyers au *Valle-Menier*, Nicaragua, et par son usine de Noisiel, prés Paris le plus parfait modèle d'une fabrique de Chocolat.

CAISSE DE CRÉDIT DE NICE

SOCIÉTÉ A RESPONSABILITÉ LIMITÉE

Capital : DEUX MILLIONS CINQ CENT MILLE FRANCS

SUCCURSALE DE GRASSE

Dépôts d'espèces à retrait par chèques, productifs d'intérêts, à 2 1/2 p. 0/0.

Typographic cancelation by header Journal de Grasse: article mentions "Chocolat Menier plantation in Valle-Menier in Nicaragua"

Free translation
"...when M. Cerfbeer Of Medelsheim arrived at the chocolate industry, he naturally chose the Menier house as guidens, because they are leader in this industry and what represents as the most complete by its whole: their cocoa plantations in Valle Menier, Nicaragua, and by its factory of Noisiel, near Paris, that is the most perfect model of a Chocolate factory."

Post office PLANTATION (Cameroon) is located next to a German cocoa plantation



Attempts of exploitation of cocoa-trees in natural environments did not produce the right results. It can be concluded that plantations are likely to prosper only in places where cocoa trees spread naturally.



In Jamaica, the English took over the plantations from the Spanish whom they conquered in 1659.

Free Post (Great Britain) of Charles Ellis, Member of Parliament: was owner of sugar and cacao plantations in Jamaica.





Cacao (French Guyana): The village name is a reference to a large plantation called "dwelling of Sainte-Marie of the cacao".

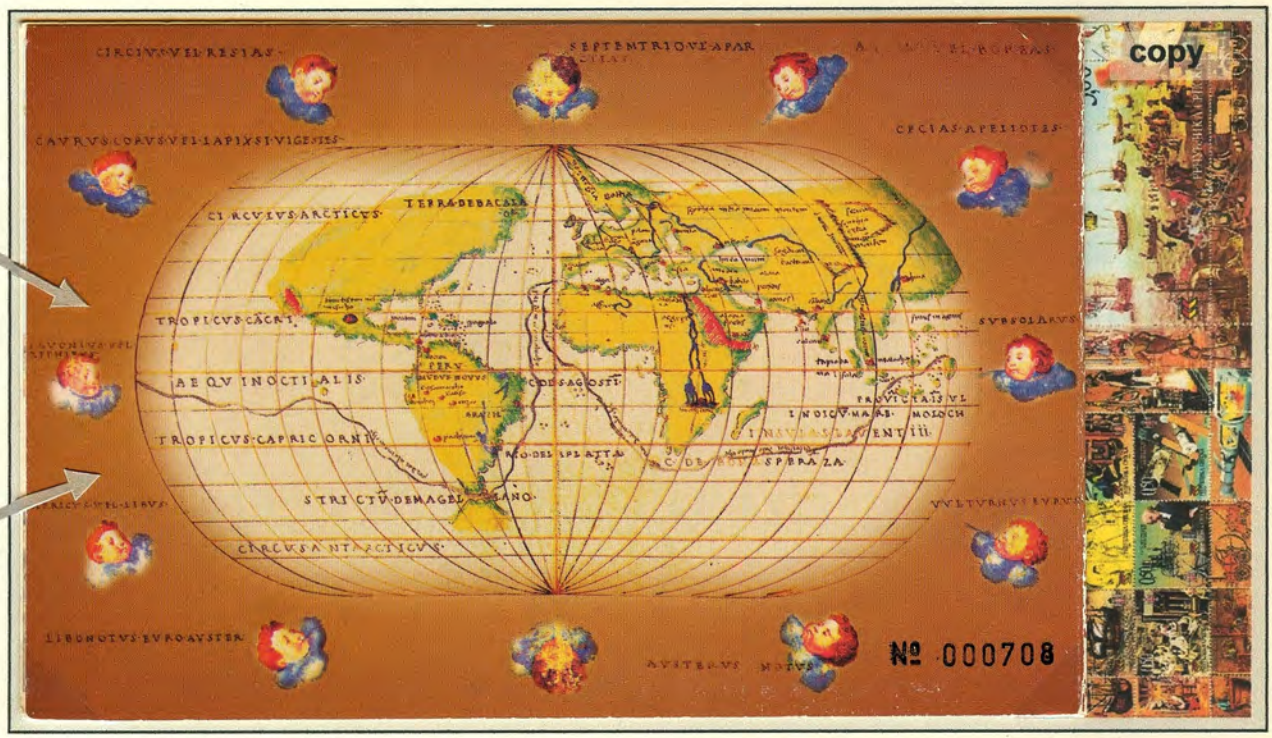
Early references mentioning plantations began in French Guyana c1700.



Most plantations use trees neatly planted in lines, but they won't just grow anywhere. Much soil nutrient research is needed, and with some species the altitude should not be too high.

Tropic of Cancer
Tropicus Cancri
(n missing)

Tropicus Capricorne
Tropic of Capricorne



A fussy tree, it needs heavy regular rainfall, with rich well-drained soil, steady warm temperatures, constant high humidity and full shade. It only grows in rainforests that fall within 20 degrees of the equator (from Tropic of Cancer to Tropic of Capricorn).











Tragocephala nobilis is an insect that can damage a whole plantation, especially in very young trees. Chemicals must be used carefully to avoid damage to other important biological entities. On fully grown trees, ***Phantorhytes*** and ***Distantiella Theobroma*** can be very destructive.

Much research is undertaken to ban diseases and control measures are needed at integrated pest management strategies, including biological control of microorganisms, genetic and induced resistance, also cultural practices, natural products, with limited use of chemicals.





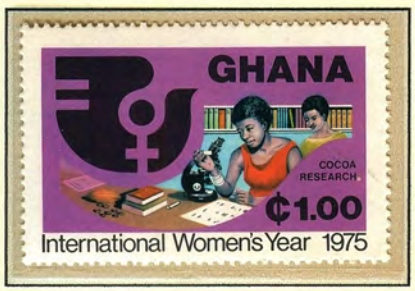
The **Instituto do Cacau da Bahia** was established in Brazil c1937 offering financial and infrastructural support to optimize harvest techniques. Brazil's CEPEC (cacao research center) began research activities c1963 specializing in all aspects of the processing technology.





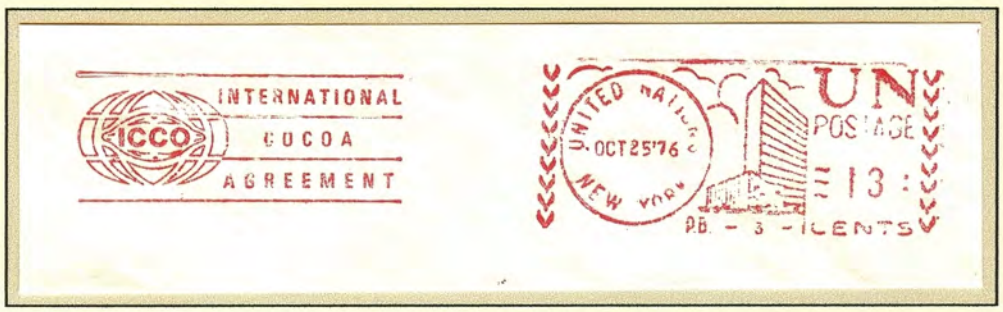


In Colombia agriculture research began early 1929 and was organized by the 'Experimental station of Palmira'; carrying out research, experiments and training farmers. The Imperial College of Tropical Agriculture (Trinidad) published in1924 its first scientific journal on research of products like cacao.





The Cocoa Research Institute of Ghana was established at Tafo in June 1938 as the Central Cocoa Research Station. Their mission was to encourage and facilitate production, processing and marketing of good quality cocoa in all forms, in the most efficient and cost effective manner.



To protect the world cocoa production and economy, the **ICCO (International CoCoa Organization)** was established in 1973 and seven agreements have come into force since the first worldwide agreement was negotiated in 1993, regulating all basic aspects of the cocoa industry.

2.2 Cultivation, the art of harvesting and treatment

picking

Trees are from 4, but generally no taller than 8 meters, in order to facilitate picking the pods. Harvesting involves a careful, clean cut through the pod's stalk with a well sharpened blade.

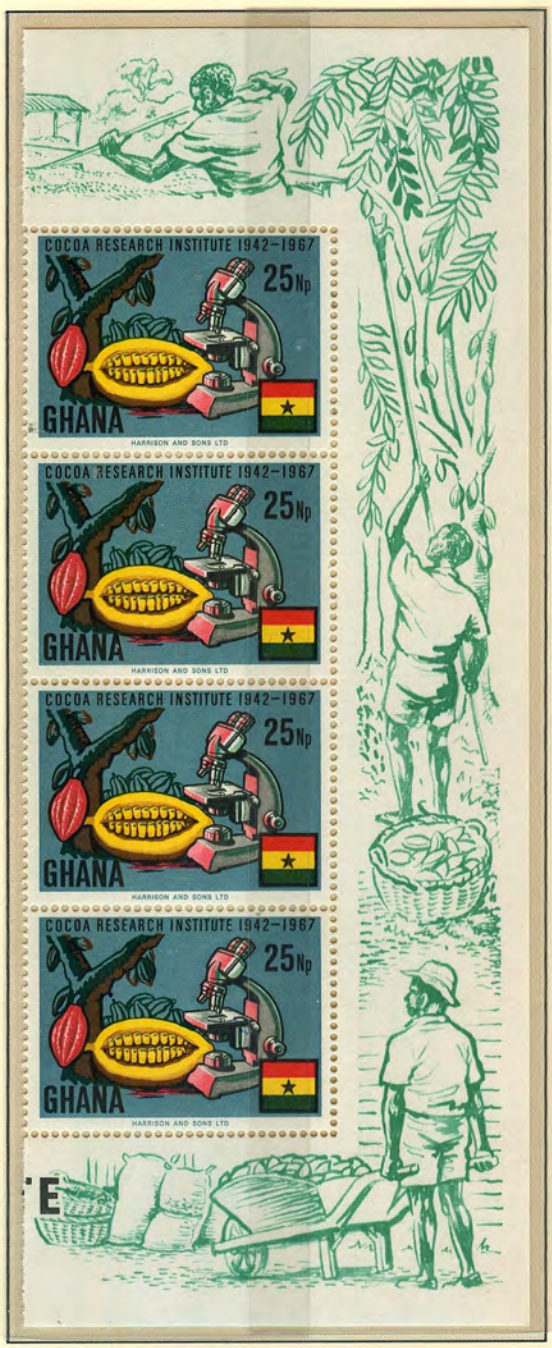


St. Thomas and Prince banknotes of 1000 dobras, pictures man picking pods.





Specimen - 1956



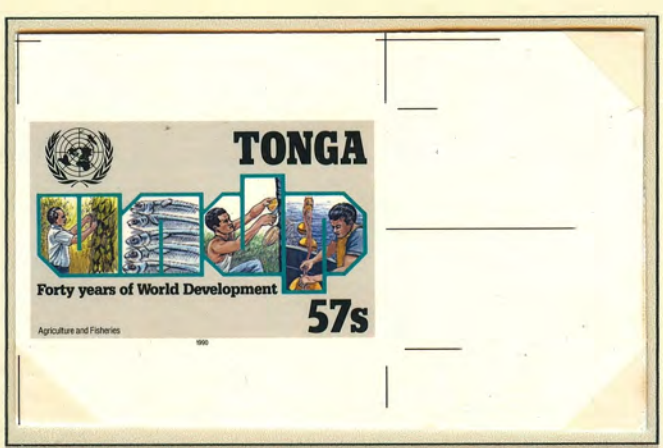




Pods also grow on older branches.







Proof (cacao harvest in third character)

A pruning hook type of tool is used to pick the ones high up, with a handle on the end of a long pole.

2.2 Cultivation, the art of harvesting and treatment

a lot of manpower needed



Cacao farmer; orange-black George VI issue.

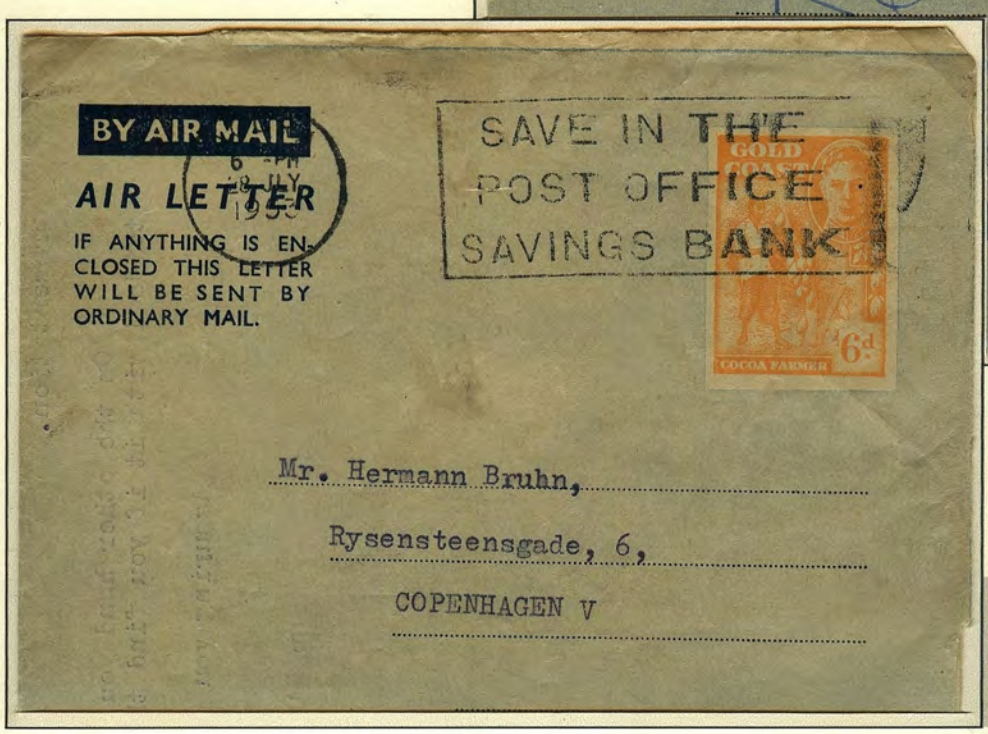
Harvesting the pods requires a lot of skilled manpower and depends on the performance of the farm.



◄ Specimen aerogramme (Gold Coast) issued 01.07.48; 6d orange in opening 24 mm; AIR LETTER is 38mm long



▲ Aerogramme issued 24.05.50; 6d orange in opening 25.5 mm; AIR LETTER is 37mm long



◄ Aerogramme issued 08.11.52; 6d orange; new 4-line admonitory text under AIR LETTER and no thick line

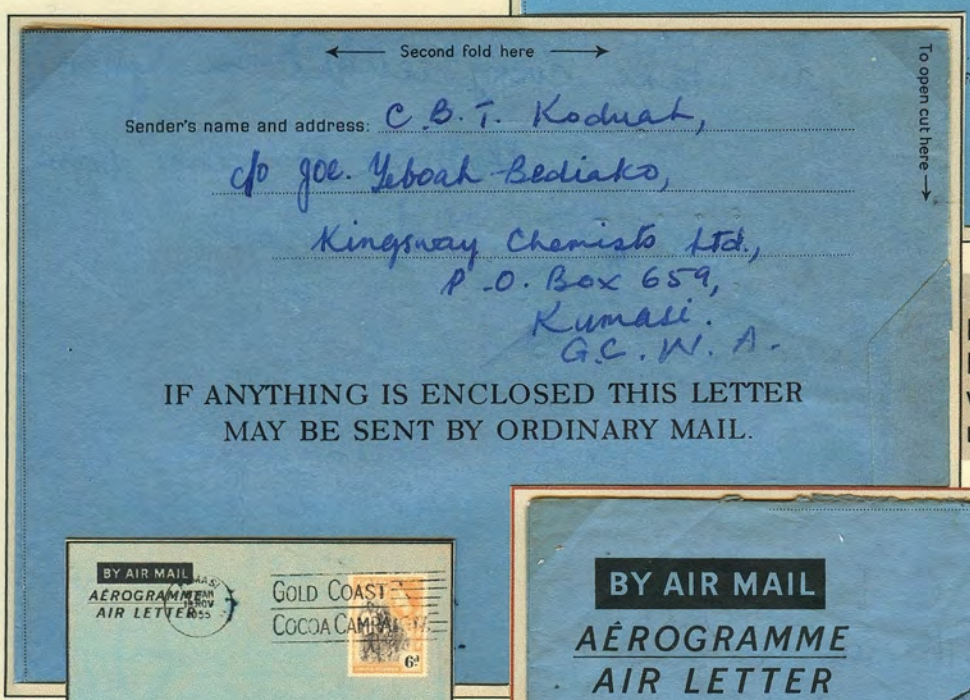




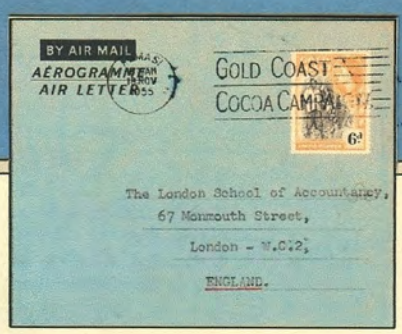
Aerogramme (Gold Coast) issued 09.11.53; red print and perfin SPECIMEN. 6d farmer, black and orange. Blue overlay on white paper watermarked "F". Text under "AIR LETTER" in 4 lines.

This harvesting process has not changed over the years.





◄ Aerogramme issued 24.10.55; 6d black and orange with QEII in oval; blue overlay on white paper no watermark. Admonitory text now on reverse in 2 lines.



Labor is chiefly in the hands of the farmers their children.

Aerogramme issued 03.07.56; 6d ► black and orange with QEII in oval; blue paper watermark "I" admonitory text on reverse in 3 lines. Double handstamp overprint GHANA (31 mm) after independence 06.03.1957 (unlisted).





Aerogramme ▶ (Ghana) issued 06.03.57; blue paper watermark "I"; 4-line red over-print independence Ghana; no gum on flaps.

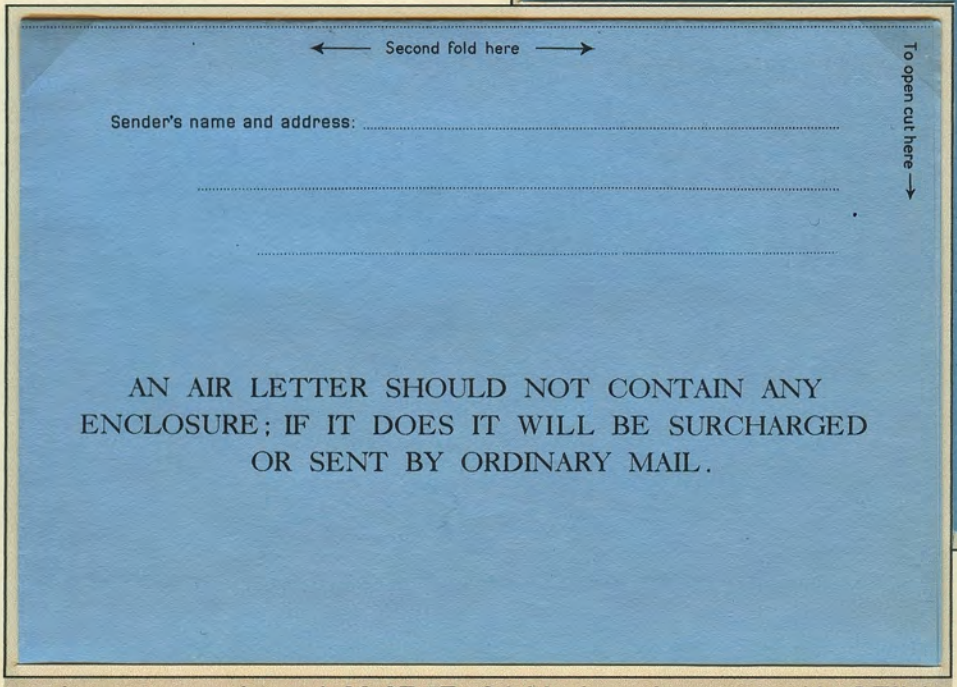




◄ Aerogramme same as above; Serif type double handstamp overprint Ghana diagonal handstamp 31mm

Pods are harvested several times during the season because they do not all ripen at once. The ripe pods are judged by their color differences from the near-ripe.





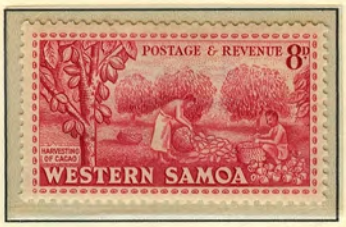
▲ Aerogramme issued 03.07.57; 6d black and orange with QEII in oval; admonitory text on reverse panel in 3 lines

▲ Aerogramme issued 06.03.57; blue overlay on white paper except space with simulated perforations for stamp imprint. Admonitory text on reverse panel in 2 lines.

2.2 Cultivation, the art of harvesting and treatment

grouping harvested pods

The pods are gathered either in or at the edge of the plantation, but often they are transported to the fermentation rooms before splitting.





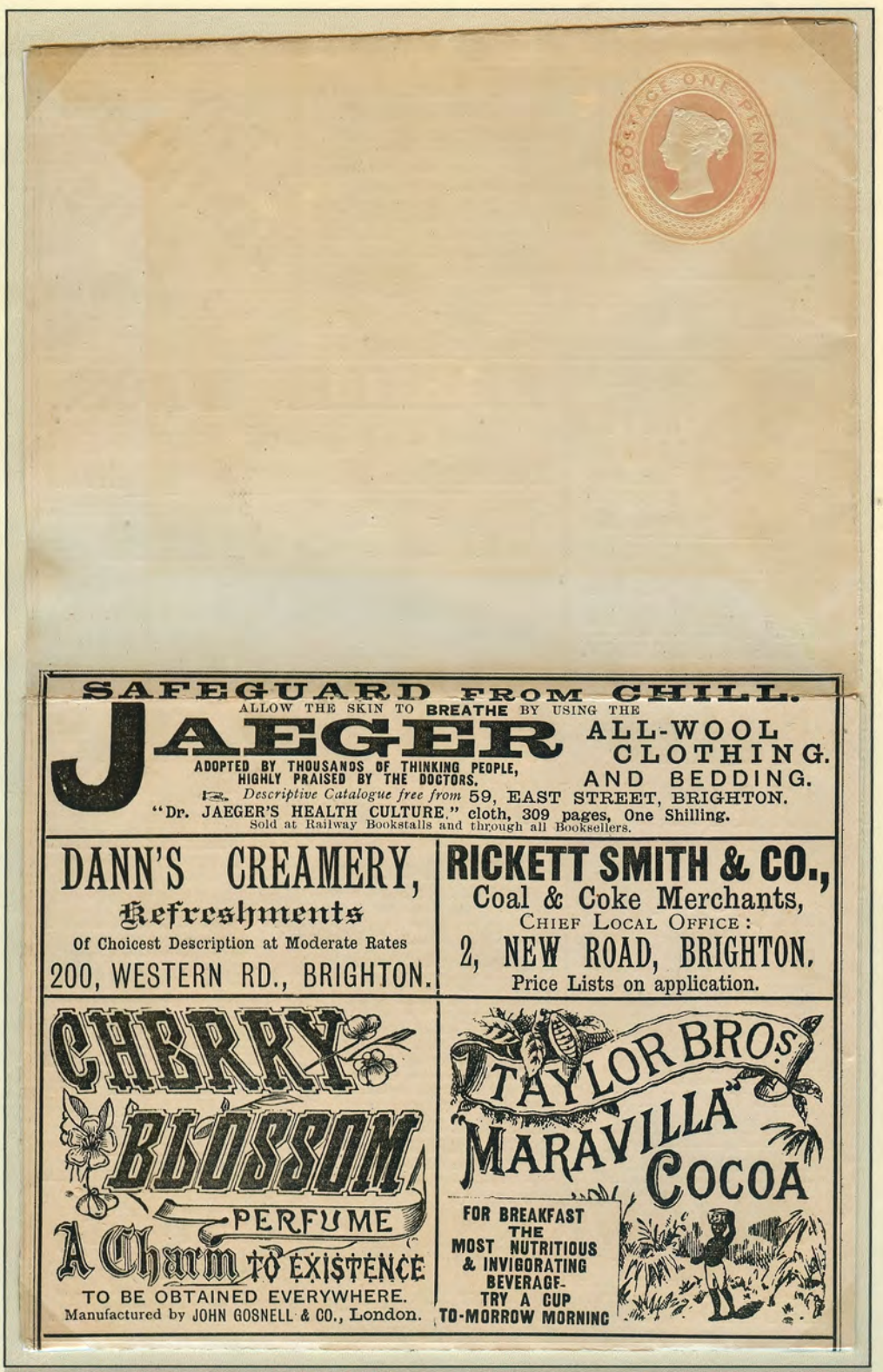
Collecting harvest and splitting



Stationery (Ecuador)



Collecting the pods is labor-intensive, and often friends and neighbours are needed for a large crop.



Stationery (Great-Britain) - 1880 with advertisements





Perforation error (Venezuela); in corner electric eye marking

2.2 Cultivation, the art of harvesting and treatment

open and remove beans

Pods are opened to remove the beans within a week to 10 days after harvesting.

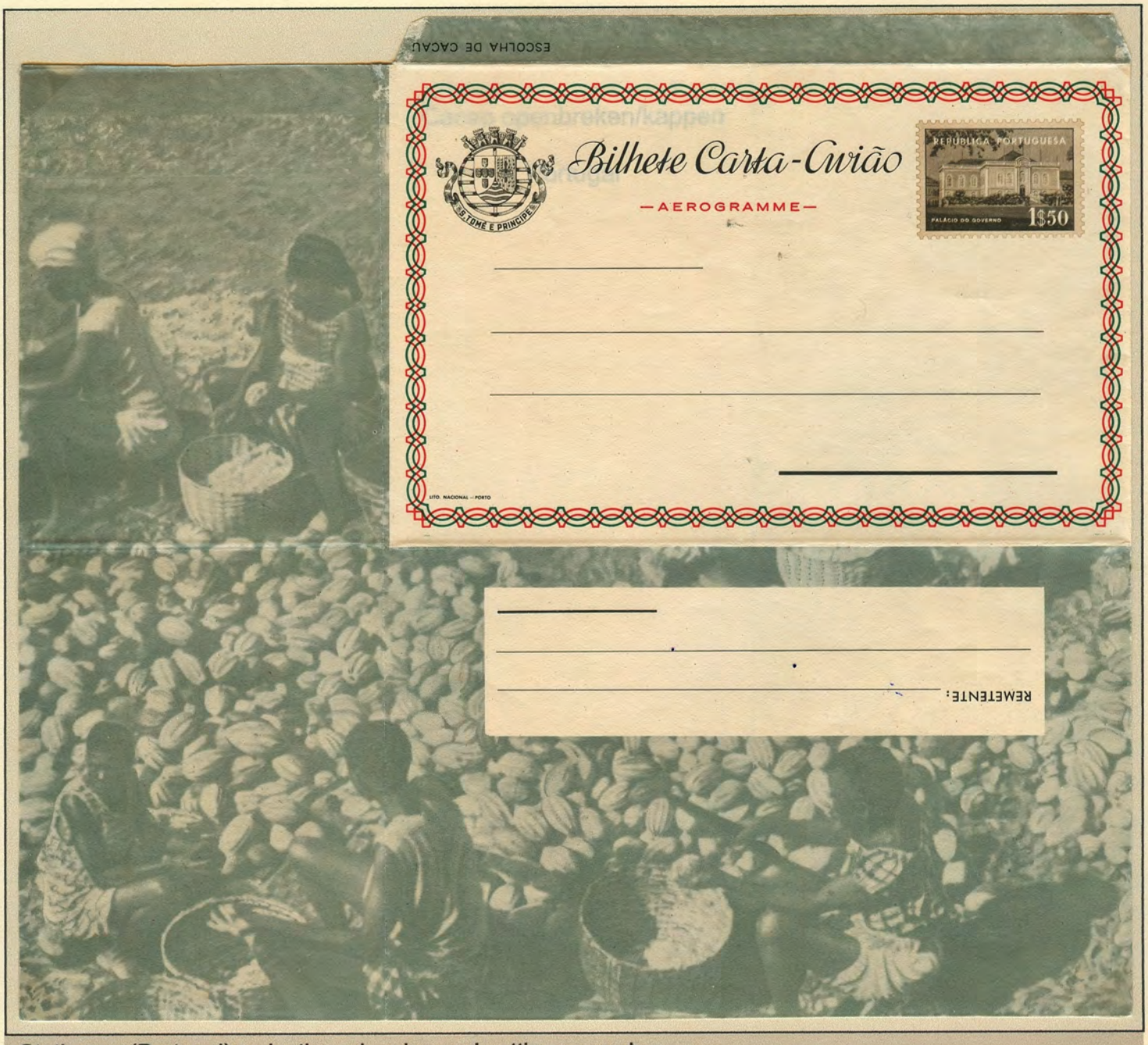








A machete is normally used to split the pod, experience and correct handling avoids damage to the beans. A full grown tree gives on average, only 2 kilo of beans annually. About 60 - 65% of the weight is lost during post-harvesting because the pulpy fruit is consumed in fermentation.



Stationery (Portugal): selecting, cleaning and cutting cacao beans



After splitting, the pith-covered beans are scooped out, so that they can be fermented (allowing micro-organisms to develop) during four to seven days but should be turned every two days.





Fermenting beans







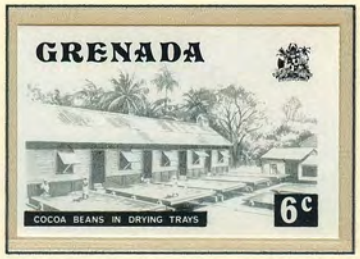


Beans are dried by spreading over a large surface and constantly raked for five to fourteen days, depending on climate conditions. In large plantations, this is done on huge trays under the sun.







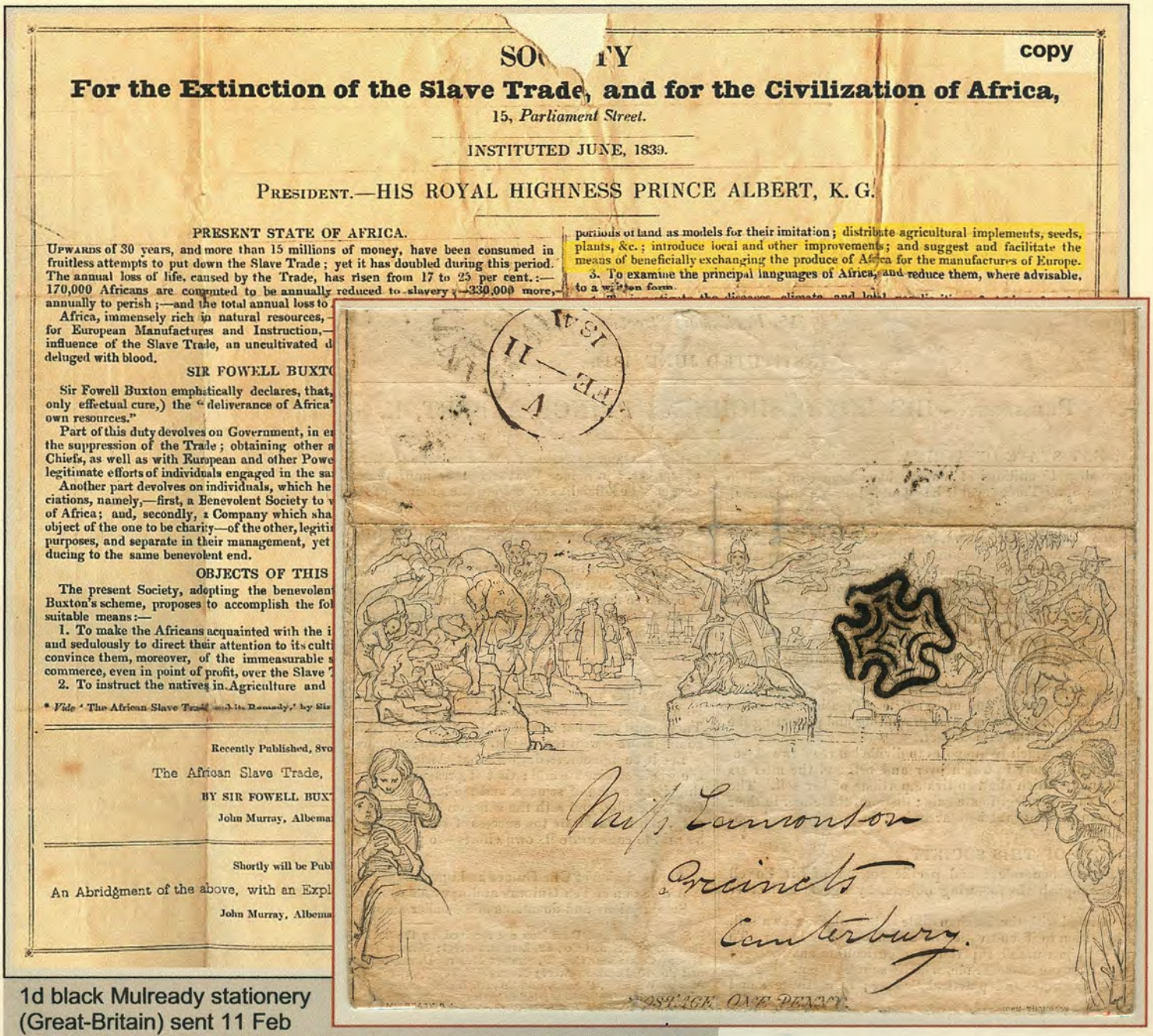


The beans should be very dry for export.



4 base color (CMYK) +1 combined (cyan-yellow=green) proofs: cocoa beans in drying trays

Slavery was abolished in 1807, but it was Sir Buxton M.P. who founded the "Society for the Extinction of Slave Trade" in 1839, with objectives to civilize Africa through trading posts and agriculture development by distributing implements, seeds and plants, such as coffee, sugar, cocoa, etc… for beneficially exchanging with European manufactures as an alternative to slavery.



SO[illegible]TY

copy

For the Extinction of the Slave Trade, and for the Civilization of Africa,

15, *Parliament Street.*

INSTITUTED JUNE, 1839.

PRESIDENT.—HIS ROYAL HIGHNESS PRINCE ALBERT, K.G.

PRESENT STATE OF AFRICA.

Upwards of 30 years, and more than 15 millions of money, have been consumed in fruitless attempts to put down the Slave Trade; yet it has doubled during this period. The annual loss of life, caused by the Trade, has risen from 17 to 25 per cent.:—170,000 Africans are computed to be annually reduced to slavery;—330,000 more,—annually to perish;—and the total annual loss to

Africa, immensely rich in natural resources,—for European Manufactures and Instruction,—influence of the Slave Trade, an uncultivated d deluged with blood.

SIR FOWELL BUXT

Sir Fowell Buxton emphatically declares, that, only effectual cure,) the "deliverance of Africa" own resources."

Part of this duty devolves on Government, in er the suppression of the Trade; obtaining other a Chiefs, as well as with European and other Powe legitimate efforts of individuals engaged in the sa

Another part devolves on individuals, which he ciations, namely,—first, a Benevolent Society to v of Africa; and, secondly, a Company which sha object of the one to be charity—of the other, legiti purposes, and separate in their management, yet ducing to the same benevolent end.

OBJECTS OF THIS

The present Society, adopting the benevolen Buxton's scheme, proposes to accomplish the fol suitable means:—

1. To make the Africans acquainted with the i and sedulously to direct their attention to its cult convince them, moreover, of the immeasurable s commerce, even in point of profit, over the Slave T
2. To instruct the natives in Agriculture and

* *Vide* 'The African Slave Trade and its Remedy,' by Sir

Recently Published, 8vo

The African Slave Trade,

BY SIR FOWELL BUX

John Murray, Albema

Shortly will be Publ

An Abridgment of the above, with an Expl

John Murray, Albema

1d black Mulready stationery (Great-Britain) sent 11 Feb 1841 with advert printed inside for foundation of society 'for the Extinction of the Slave Trade' by Sir P. Buxton.





Even today (2017) child labor, slavery and human trafficking on cocoa farms can be found. Some countries publish this fact, as shown on their stamp issues.



Child labor on stamp border; opens pod.



Saint-Pierre-Martinique.—Imp. du Propagateur.

JE Le Pelley capitaine du navire "Cimes"
SAINT-PIERRE (Martinique), en charge pour Bordeaux
chargé dans mon dit navire, sous le franc-tillac d'icelui, de vous, Mrs Angeron &

A & L } Soixante Barils Cacao pesant brut Quatre
146 à 205 } Kilogrammes, et Net Quatre mille Soixante Kilog.

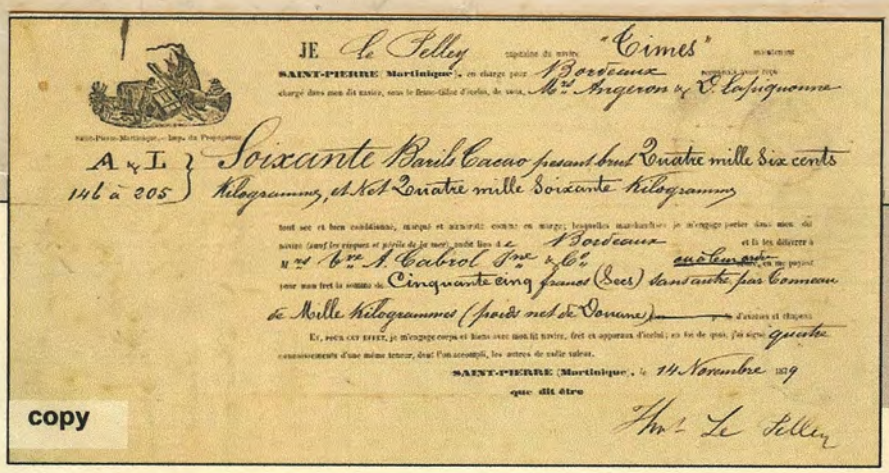
tout sec et bien conditionné, marqué et numéroté comme en marge; lesquelles marchandises je
navire (*sauf les risques et périls de la mer*), audit lieu de Bordeaux
Mrs Vve A. Cabrol Fils & Co
pour mon fret la somme de Cinquante cinq francs (Secs) san
de Mille Kilogrammes (poids net de Douane) plus

Et, pour cet effet, je m'engage corps et biens avec mondit navire, fret et apparaux d'icelui; et
connaissements d'une même teneur, dont l'un accompli, les autres de nulle valeur.

SAINT-PIERRE (Martinique), le 14
que dit être

Bill of loading for 60 barrels of CACAO (brut 4.600 kg or Net 4.060 kg) with ship ***Times*** from Martinique to Bordeaux sent on 14.09.1879.

Reverse: 2 post stamp cancels

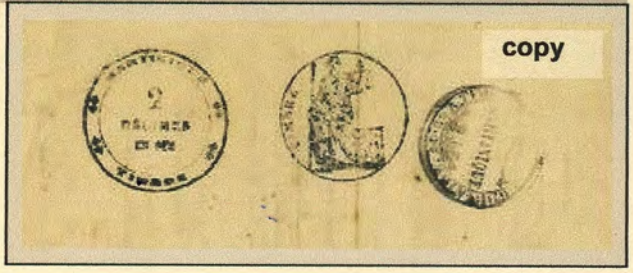


JE Le Pelley capitaine du navire "Cimes"
SAINT-PIERRE Martinique, en charge pour Bordeaux
chargé dans mon dit navire, sous le franc-tillac d'icelui, de vous, Mrs Angeron & Cie Soussignons

A & L } Soixante Barils Cacao pesant brut Quatre mille Six cents
146 à 205 } Kilogrammes, et Net Quatre mille Soixante Kilogrammes

tout sec et bien conditionné, marqué et numéroté comme en marge, lesquelles marchandises je m'engage porter dans mon dit
navire (sauf les risques et périls de la mer), audit lieu de Bordeaux et là les délivrer à
Mrs Vve A. Cabrol Fils & Co mêmement
pour mon fret la somme de Cinquante cinq francs (Secs) dans autre pareil Connem
de Mille Kilogrammes (poids net de Douane) d'autres et chargés
Et, pour cet effet, je m'engage corps et biens avec mon dit navire, fret et apparaux d'icelui; en foi de quoi, j'ai signé quatre
connaissements d'une même teneur, dont l'un accompli, les autres de nulle valeur.
SAINT-PIERRE (Martinique), le 14 Novembre 1879
que dit être
Thos Le Pelley

copy



copy

Transportation from the American and African continents was carried out as it is still done today, in cargo ships.



Customs label serie E 130 (Madagscar): 2kg cacao



Packed into jute bags of 60 kg net and subject to sanitary certification prior to shipment.

Packed in jute bags and shipped





Typical ship merchantman

Only correctly dried beans are shipped from tropical areas, to their invariably much colder destinations.



ICCO also provide guidelines on best known practices in shipping of cocoa.

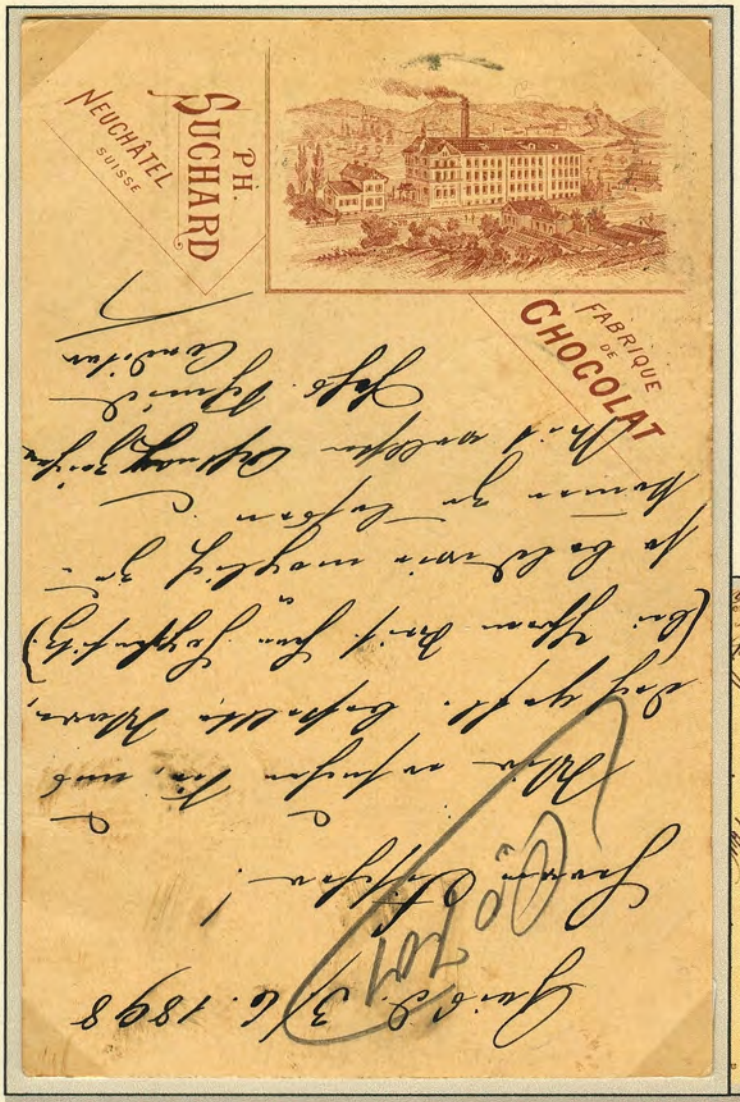






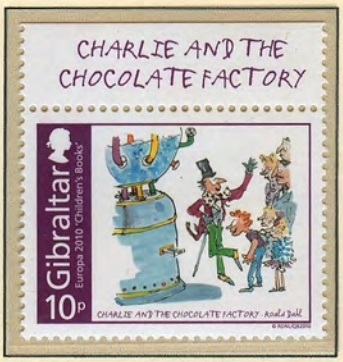
They are a perishable food item and when shipped must be packed carefully to ensure freshness and avoid infiltration of insects or mold. They have a propensity to develop condensation and will re-absorb moisture when exposed to weather variants, and easily infested in transit.

In 1730 the first chocolate factories sprang up in the industrial world to process the beans. Labor intensive methods were used to grind the beans, but the industrial revolution made it possible for production on a commercial scale.



Private stationery (Switzerland) advertisement Suchard; Stationery sold with reduction in local post offices.





Charlie and the Chocolate Factory *by* ***Roald Dahl*** *was based on Cadbury's factory next to his school, giving away chocolate to the students to try it. Dahl imaged himself working there and wearing a white coat.*

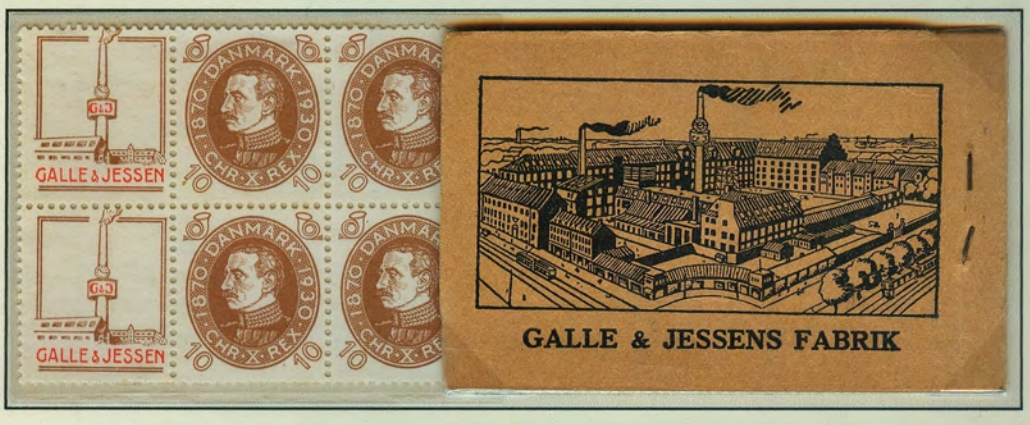


Stationery (Uruguay): Liebig chocolate factory





Encased postage stamp (Germany): From 1920 till 1923 issued emergency money due to lack of metal after **WW1**. The value was guaranteed by the use of a postage stamp. Back carries advertisement.



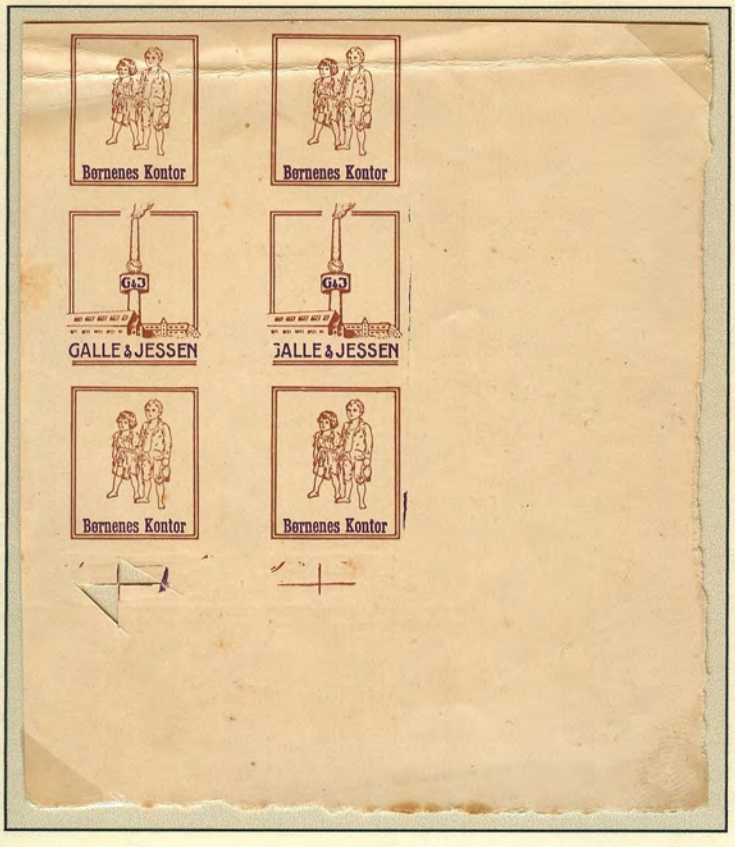






Print proofs of advertising tabs of chocolate factory Galle & Jessen, which are only used in stamp booklets.

Almost every industrialized country has one (or more) chocolate factories. In Denmark, A/S GALLE & JESSEN, established in 1919, produced both bitter and milk chocolate.

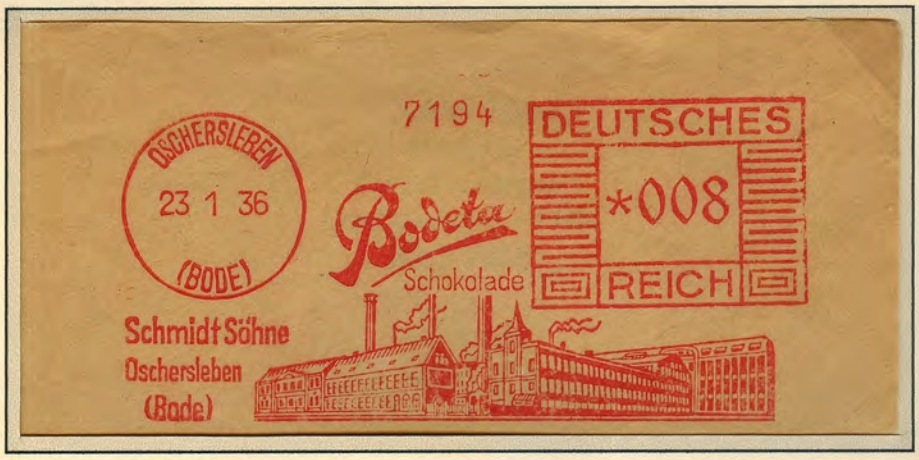






Advertising tabs with variety incomplete 'G'.

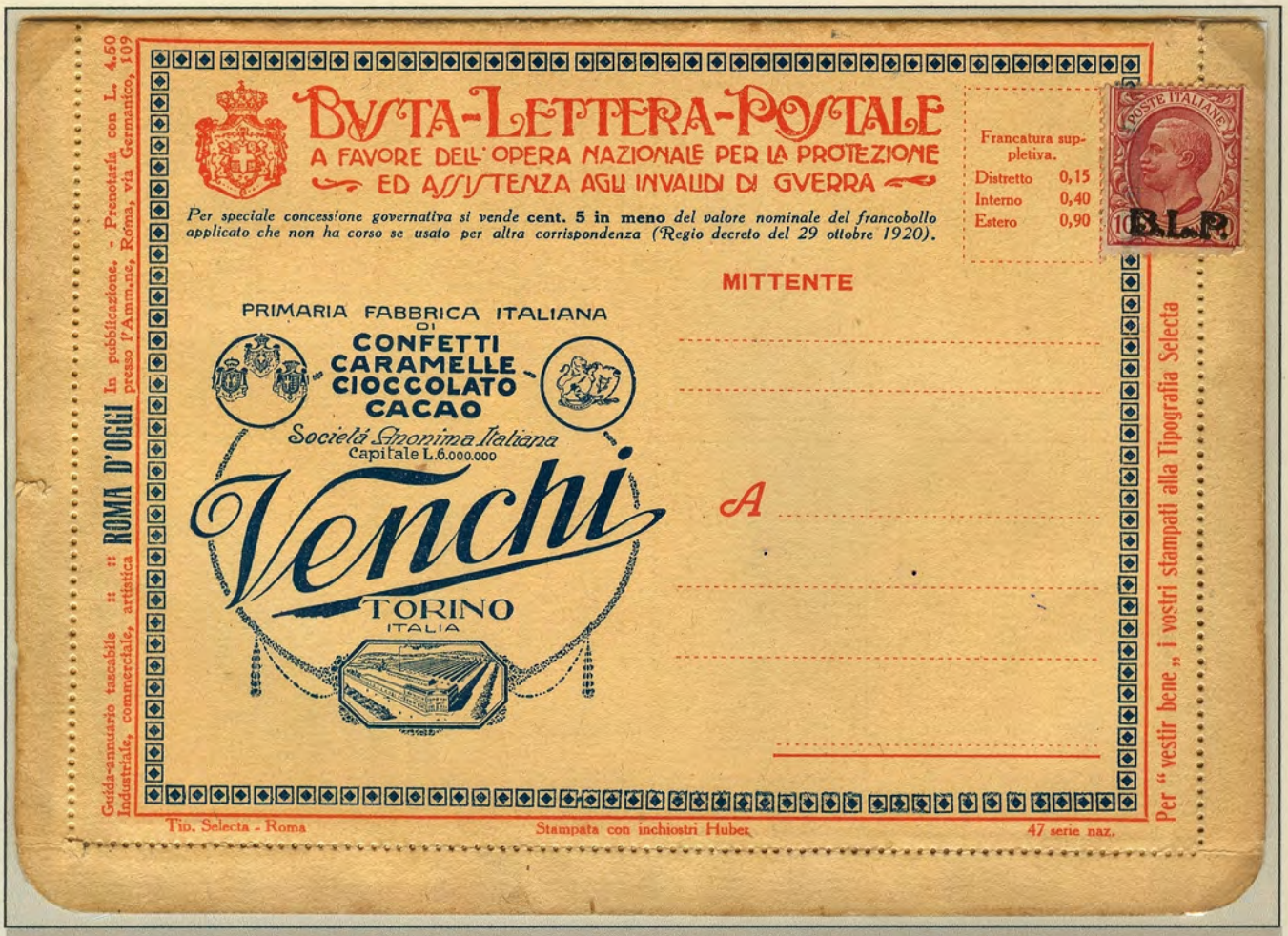
In 1892 Company Bodeta opened in Oschersleben producing both chocolate and pralines.





Meterstamp Audion Micropost

Then in 1913 Luigi Zàini saw an opportunity to transform his research laboratory into a small factory producing cocoa chocolates and other candy products.



Busta Lettera Postale (**BLP** - Italy); letter card with advertising in favor of for WW I-victims

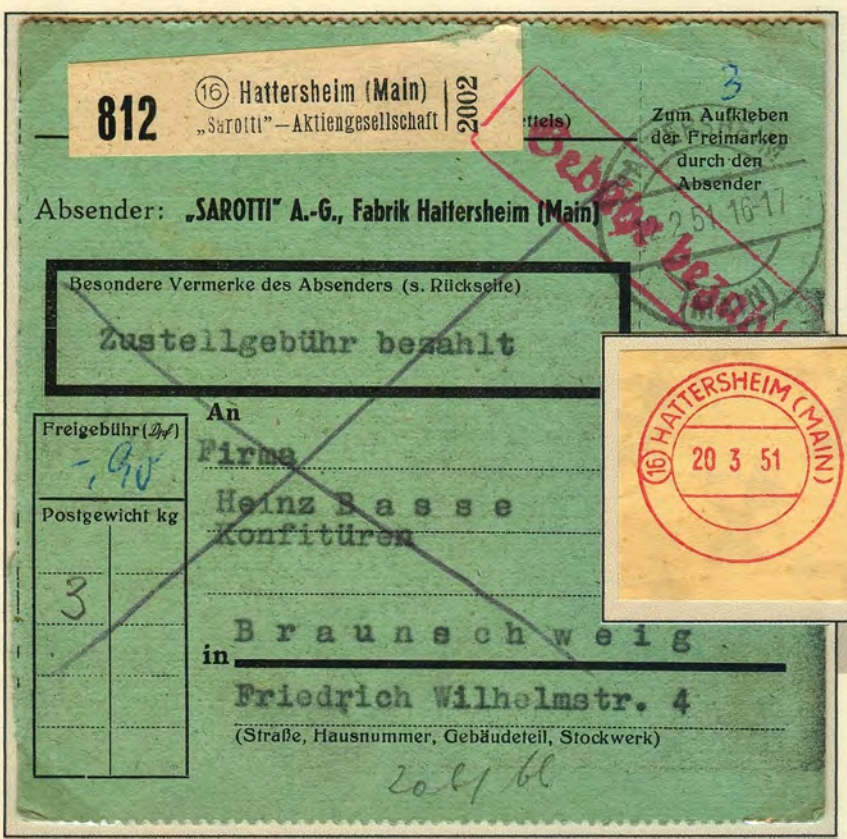
Venchi, begun in 1878, and gained popularity throughout Italy with its caramelized Piedmont hazelnuts to be used in chocolate fillings as whole nuts, and grounded into a fine paste of dark chocolate.





Booklet (Germany) 1925 with Sarotti advert with Rheinland stamps; Cover Sarotti logo, back cover chocolate factory at Tempelhof, Berlin. Cover Inside different flavors of Sarotti chocolate produced.

Sarotti Company began in 1862 right in the center of Berlin. Due to expansion they moved to the Mohrenstrasse, which is the origin of the logo of the black Moor, designed by prof. Julius Gipkens. By 1911 they had to expand again, constructing a new factory in Tempelhof, with 2000 employees.



Post pack card: Sarotti label

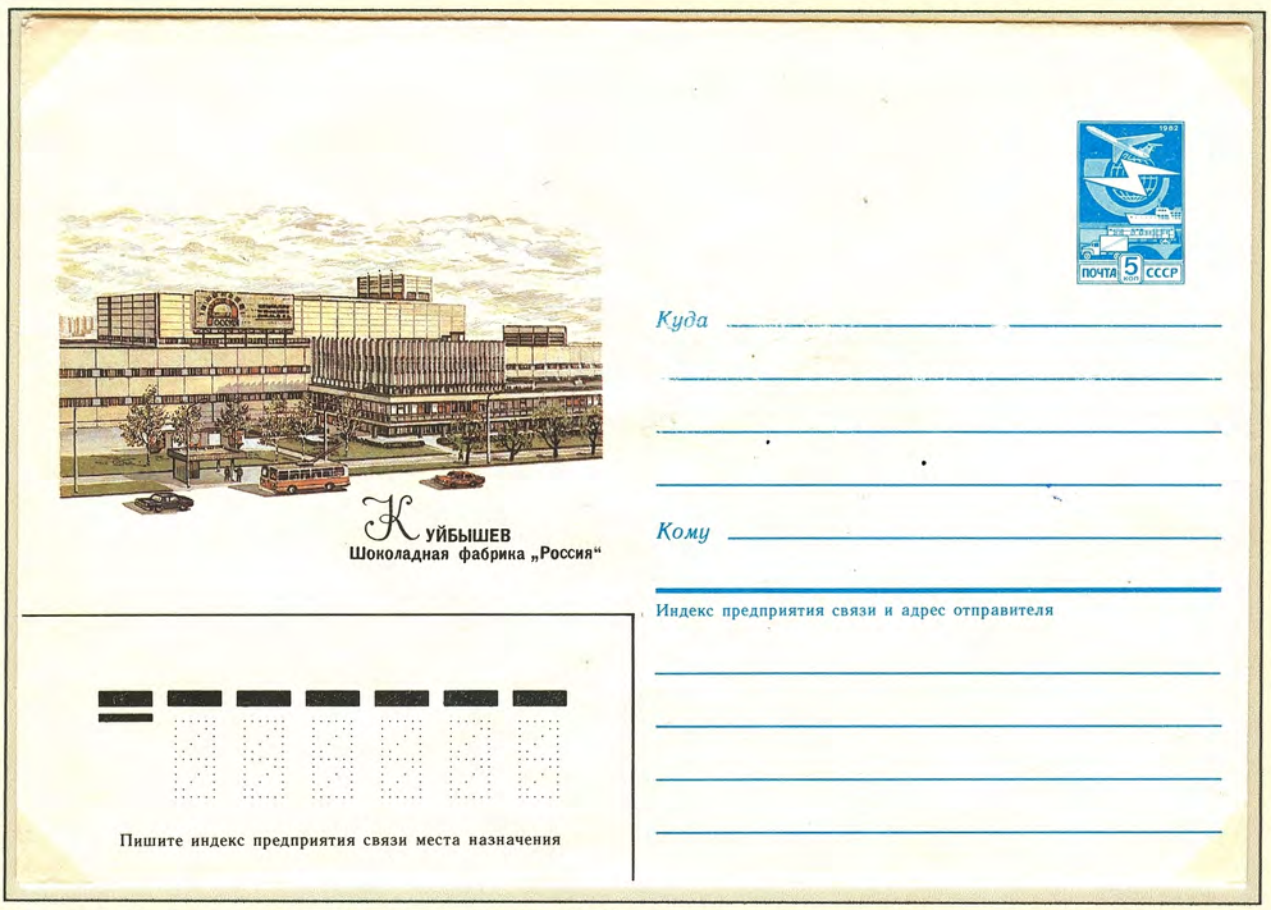
After 1929, when taken over by Nestlé, they continued producing this brand in Hattersheim am Main. Since 1998 Stollwerck took over this brand.



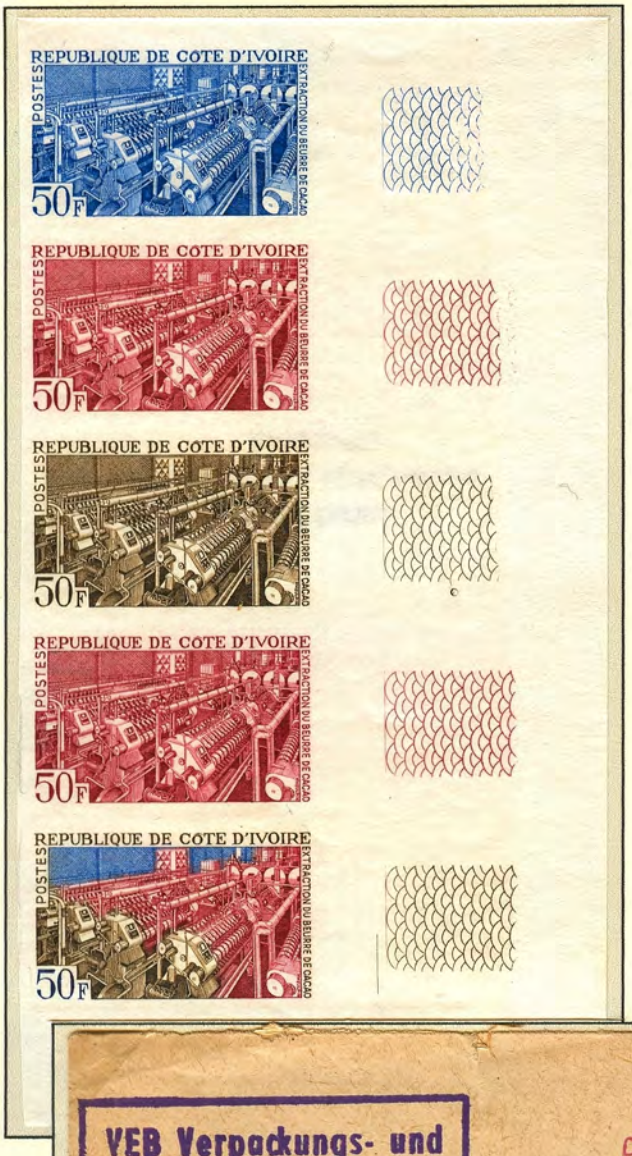
Meterstamp Francotyp 'C'



Printed to order envelope Allgemeiner Konsum-Verein, Luzern (Switserland) with filigram advert print (see copy) inside envelope of impressive chocolate factory, **Cailler** in Vevey.



The chocolate factory of ***Rossija*** was settled in Kuibyshev in 1970, but is now owned by Nestlé, their way of getting their feet on the ground in Russia.







Chocolate factories are usually large, due to all the machinery needed for milling, pressing, for separating the cacao butter and of course, packaging.



***'I love Lucy'** chocolate factory episode; where Lucy and Ethel try to keep up with the out-of-control conveyer belt and stuffing the chocolates into their mouths and shirts.*



East German Central Courier (ZKD) cancel. These port free cancels were used on mail from the Interior Ministry to other government departments and companies.



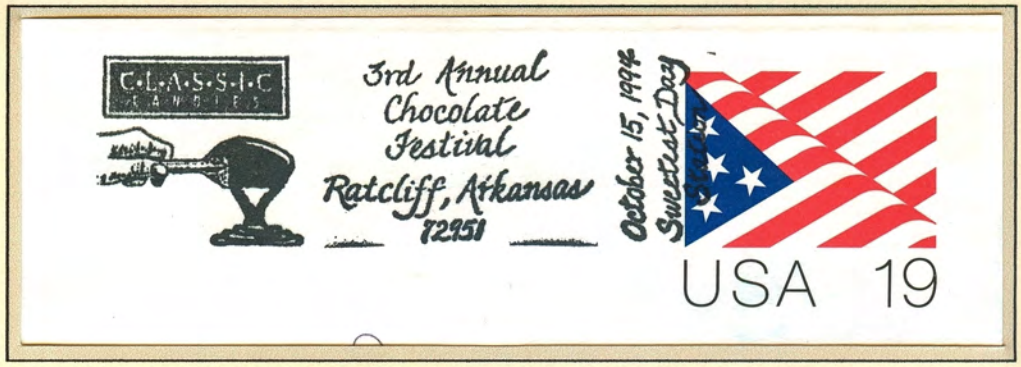
Private City Post Stationery (Stuttgart): E.O.Moser chocolate company

In 1834 the machine factory J.M. Lehmann was founded, contributing significantly with its own developments for industrialization. Thanks to the abolition of internal customs in Germany, they delivered machinery to many famous chocolate makers in the German states and far beyond.



Chocolate factory Jordan & Timaeus (Bodenbach – Děčín, Bohemia) bought chocolate machines from J.M. Lehmann (Dresden). Letter (stationery 2 h) contained money (67k28h) and was sent (19.3.04) assured and secured – hence unbroken red wax seals.





Conching is a most important step in the process to turn the beans into chocolate. Without this step, the resulting chocolate would be gritty, lacking the smooth, even texture that people associate with it.







Conching is the secret to professional chocolate products.



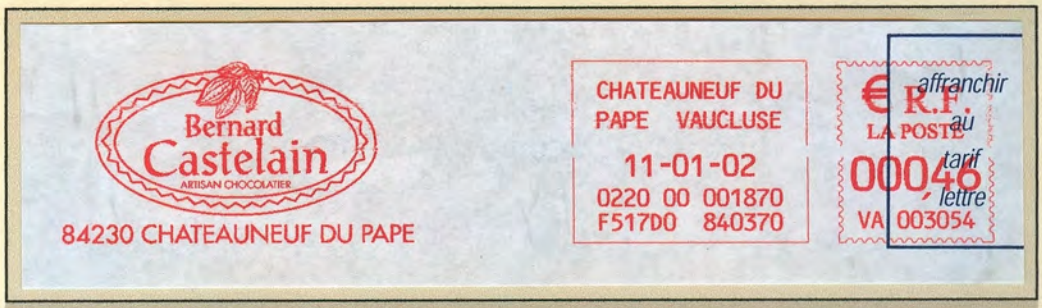
Proof (Cameroon) engraved by M. Monvoisin



Charity letter series 96 issued May 1899 (Russia) 7k. sold for 5k. sent (17.06 on Russian calendar = 29.06.1900) from 11th city post Saint Petersburg to Milwaukee, Wisconsin (arrived on 14.07.1900) via New York (12.07.1900).Additional post of 13k for registered mail to U.S. Publicity of Dutch company Bensdorp showing baker with piece of cacao.

Bensdorp's Dutch-process cocoa is often used by Chocolatiers and bakeries. This typical process invented by Bensdorp, treats natural cocoa with an alkalizing agent to lower its acidity, thus allowing more of its pure chocolate flavor to shine through.





Meter stamp (France) model Pitney Bowes/SECAP multi value capabilities





Porte-monnai: From 1920 until 1923 France issued emergency money, due to lack of metal after WW1. Value was guaranteed by the use of a postage stamp. The back carries advertisement.

A Chocolatier transforms ready-made 'block chocolate' into 'chocolate products'; often in small hand-produced batches, often using many extra ingredients to create their high quality sweets.



Booklet (France), series Vichy IIA - Type IIB Semeuse ligned 50c: Chocolatier of Vichy with his specialties'





Meter stamp (Germany) model Francotype C

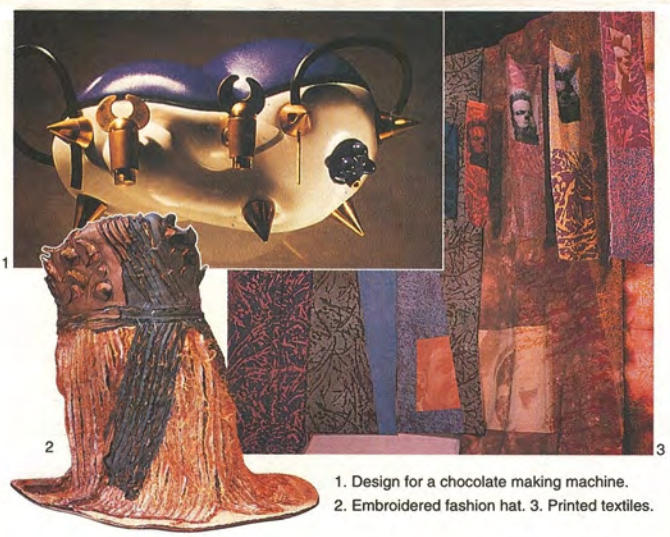
A good chocolate mold is designed in such a way that it optimizes thickness in order to minimize chocolate cooling and crystallization times.





Meter stamp (Netherlands) model Postalia P





1. Design for a chocolate making machine.
2. Embroidered fashion hat. 3. Printed textiles.

Sender's name and address/Ainm is seòladh an sgrìobhaiche
Please show postcode/Cleachd còd a' phuist.

Postcode/
Còd a' phuist

An aerogramme should not contain any enclosure/Na cuir càil am broinn na litreach seo.

With thanks to the staff and students of The Glasgow School of Art whose work illustrated on this aerogramme is the copyright of the individuals.

Royal Mail
International



Detail of ironwork in front of the school.

Designed by Michael Healey
Printed by McCorquodale Envelopes Limited
for the British Post Office

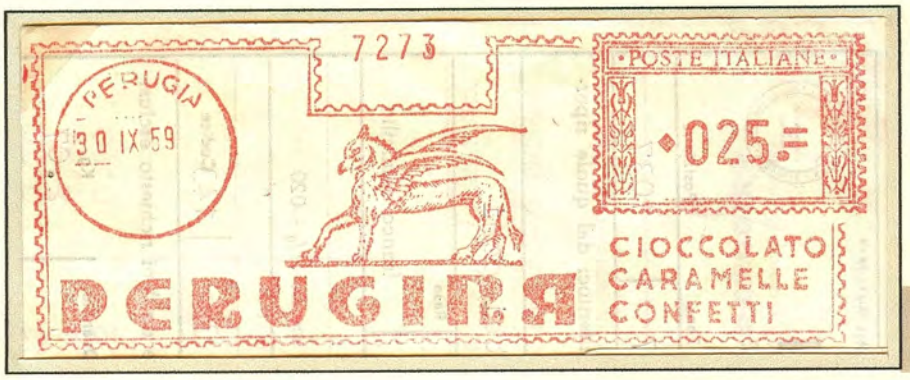
FIRST FOLD HERE/SEO AN CIAD FHILLEADH

A clean mold is completely filled with melted chocolate. After tapping the mold, which releases any air bubbles, it is emptied, then left in a cool place to harden and ready for further treatment.

3. Goodies for everyone

3.1 Fifty shades of chocolate

sugar plays a role

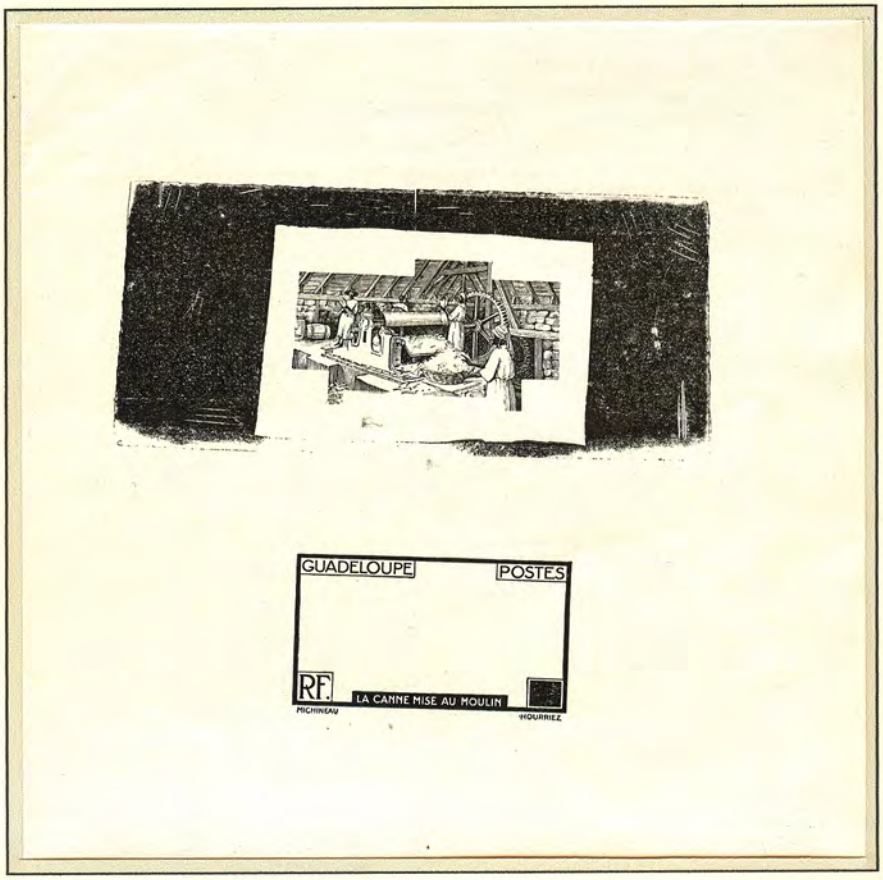




Meterstamp type Postitalia (Italy): Perugira chocolate and sugar candy

There are many different types or flavors of chocolate. Much depends on the quantity of sugar. Without sugar, cacao would be fairly bitter and too much sugar is not good for your health, or teeth.

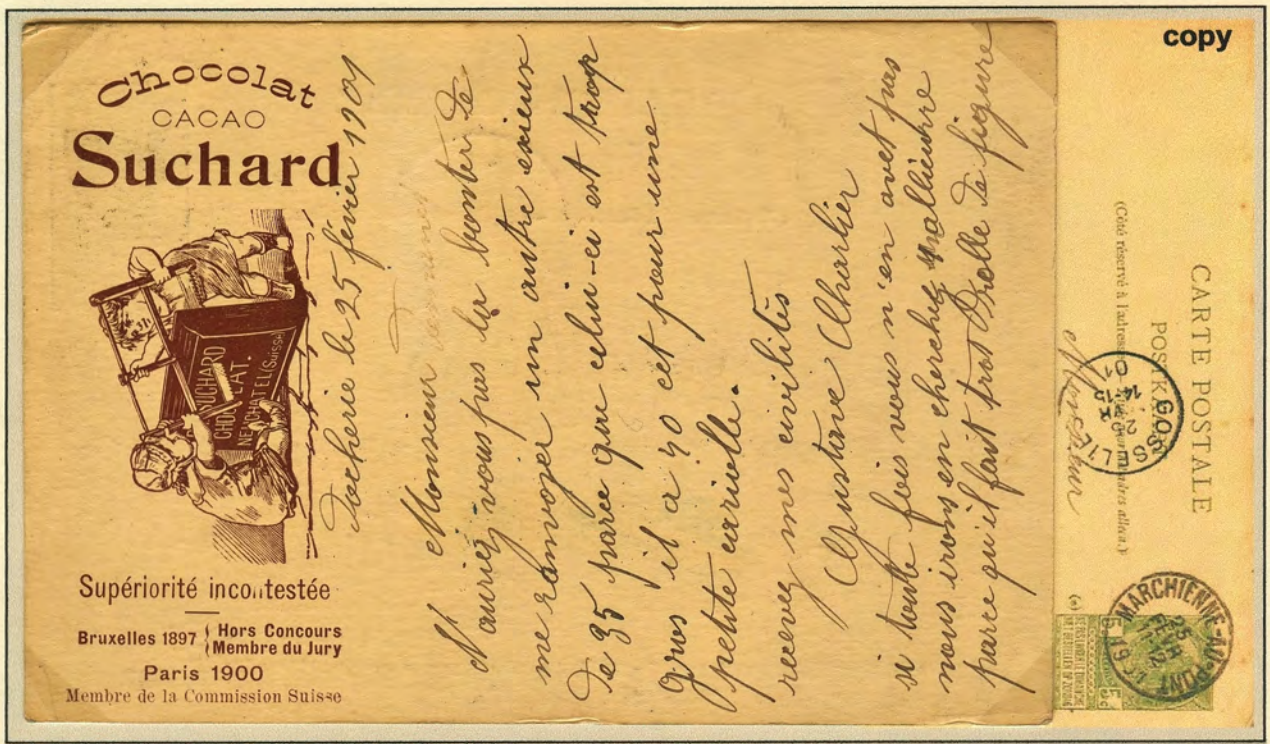
Sugar was added almost from the very beginning, even when Cortez brought his recipe to Spain. Many chocolate factories were also sugar factories, as they needed the sugar to create their flavor and brand.







1924 Booklet (Saarbrücken) advertising Sugar factory specializing in the manufacture of sweets and chocolates



Stationery advertising Suchard (Belgium): fondant can be very hard





Dark chocolate (also called black chocolate or fondant) is produced by adding fat and a small amount of sugar to cocoa solids. It can be eaten but pieces may need to be sawn off. Frequently used in cooking, it has higher cocoa solid percentages, ranging from 50% to 99%.

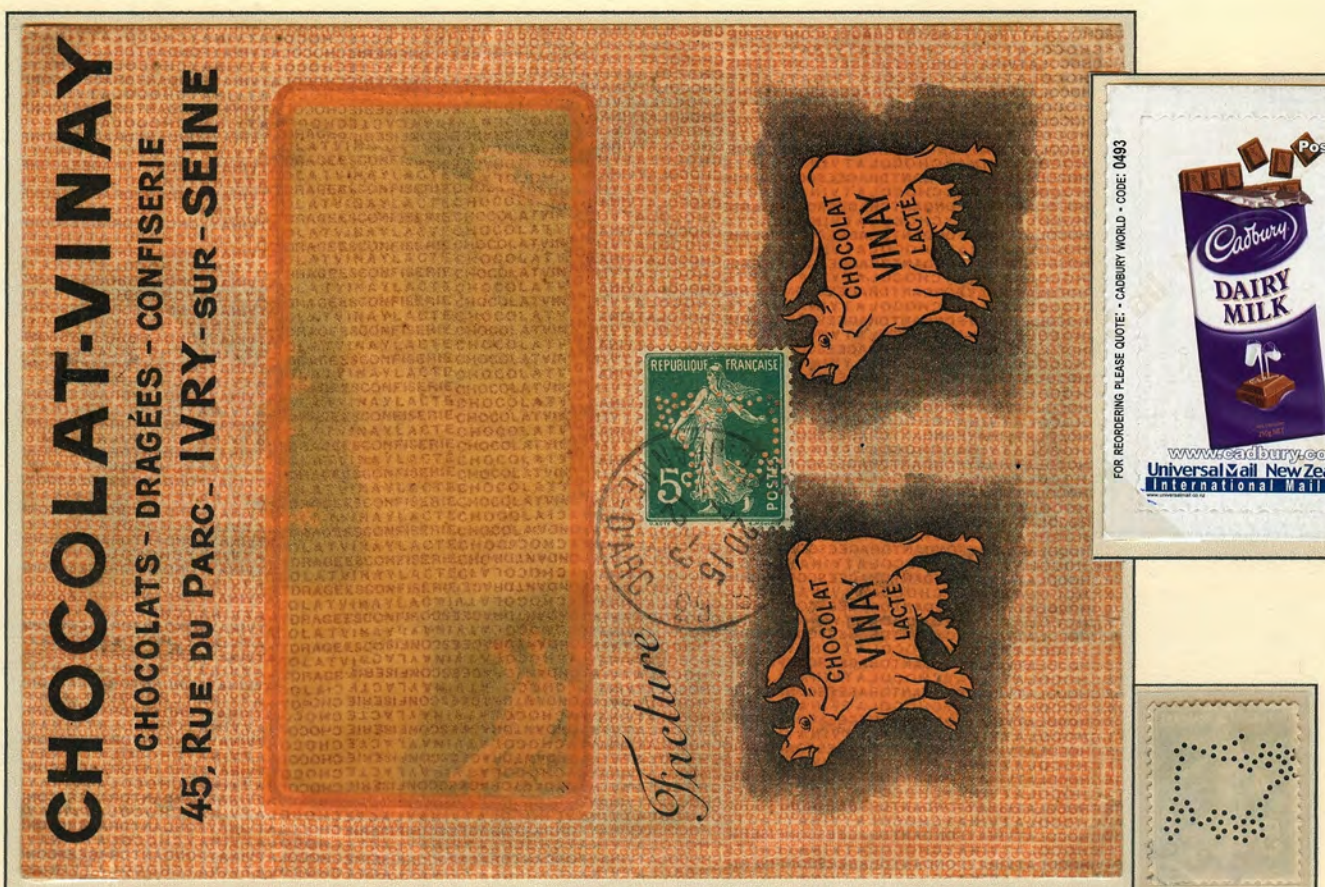


Prepaid stationery (Belgium) sent not prior only on 21 July 2005: part with dark chocolate





Milk chocolate is much sweeter and many popular candy bars are produced whereby milk powder, liquid milk, or condensed milk is added. It is by far the most popular chocolate, but less healthy than dark chocolate.





Perfin (France) Chocolate factory Vinay: mainly producing milk chocolate. Perfin was used from 1913 till 1938 in Ivry-sur-Seine (East-Paris)



Stationery (Italy) with advertisement: Talmone; cioccolato al latte = milk chocolate



A typical milk chocolate has 10% cacao liquor and an additional percentage of pure cacao solids: in Europe it must contain at least 25% cacao solids. Around 12% is milk solids, and another 3.7% is composed of milk fat; sugar and vanilla are added to make it creamy and to enhance the flavor.



Envelope with advertisement stamped on demand (Switzerland): Lucerna; milk chocolate.



Meter stamp (Ned. Indië = Indonesia) Francotyp "C" (used since 1929)



White chocolate is the least nutritious of all. Containing no cocoa it is prepared from cocoa butter (with cocoa solids removed) then combined with milk and sugar. Because a majority of the bioflavonoids come from cocoa solids, white has very low nutritional value.





White Chocolate is used mainly on cakes and pralines.







Meter stamp Neopost (used since 1953)

In 1828 Coenraad **van Houten** patented an inexpensive method for pressing the fat from roasted cocoa beans. This created a 'cake' that could be pulverized into cocoa powder, which was to become the basis of all chocolate products.

The process is called Dutched making it easily soluble in milk or water.

After the patent expired, it was taken over very quickly by other factories like *Cacao Blooker*.



Meter stamp Postalia Model P (used from Oct 55 till Jan 61)



copy

Advertisement stationery (France, Lyon region): Cacao Blooker in powder form





Meter stamp Francotyp Model Cc

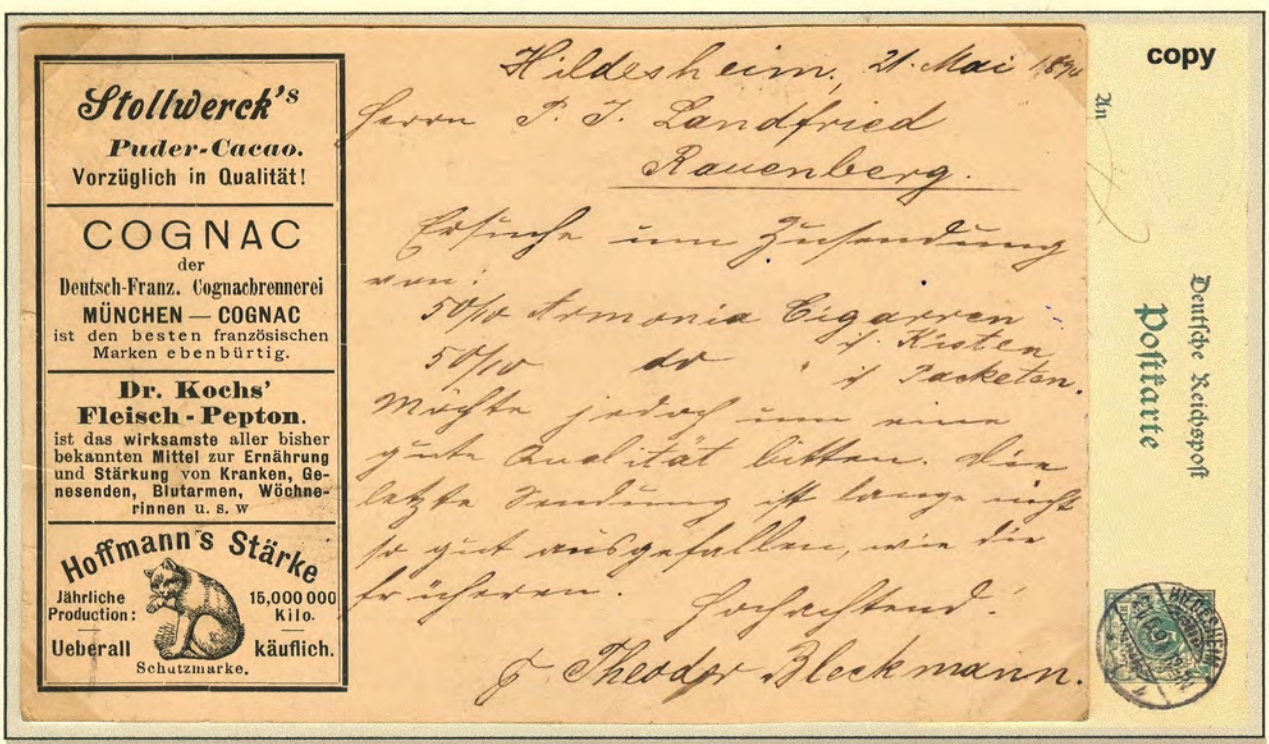
Further improvements of treating the powder with alkaline salts (potassium or sodium carbonates) were made, so that the powder would mix even more easily with water or milk.





Perfin (Austria) cup hot chocolate: used in chocolate factory 'Deli' in Lobositz – Lovosice (today Czech Republic)

Cocoa solids can range from a light brown to a deep reddish brown color. Mixing cacao powder with hot milk or water in a cup, gives you the most worldwide known beverage: hot chocolate.



Stationery with advertisement (Germany): Stollwerck's Powder cacao, excellent quality



Meter stamp Francotyp A9000 (used since 1961)

Cacao powder helps generations of kids to enjoy milk by making it taste delicious. It helped moms preparing a breakfast quickly and easily. This way Nesquik became a worldwide family favorite.



Instant cacao is packed in tin can boxes or glass goblets for dry preservation.



Perfin “Ph. Suchard” P.S. (Switzerland): Tin can with Suchard cacao powder

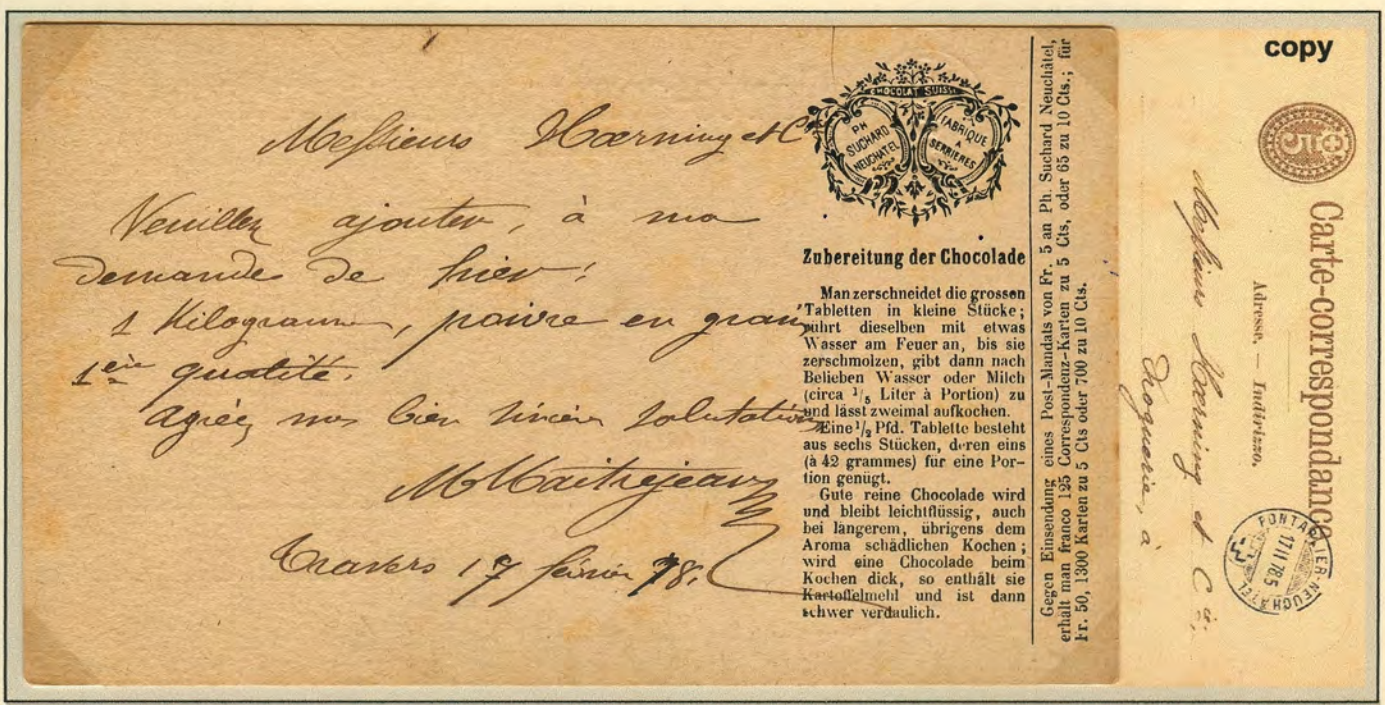


Charity letter series 3 issued October 1898 (Russia) 7k sold for 5k. Van Sahn cacao publicity showing tin can box; for children - cereal cacao; very tasty and milky



Hot chocolate can be prepared in several ways and mixed with other ingredients like cereal or crème. Some people make it from grated chocolate.

◀ *Churros con chocolate (left, bottom); authentic Madrid rich breakfast dish: 3 to 5 Churros for dipping, and a cup of sweet and spicy melted chocolate mixed with cream*



Private stationery (Switzerland): discount priced: on receipt, how to prepare hot chocolate from a tablet



Nutella can be used in many recipes, but is preferred on toast or sandwiches.

Mixing cocoa or grated chocolate with butter makes cacao pasta; often part of a sweet breakfast.



Cacao pasta ▶



Private Stationery (German Empire region Berlin) 1915: Fosco chocolate

The chocolate drink Ready-to-Drink comes in a variety of delicious flavors in a bottle and is made from real cocoa powder.



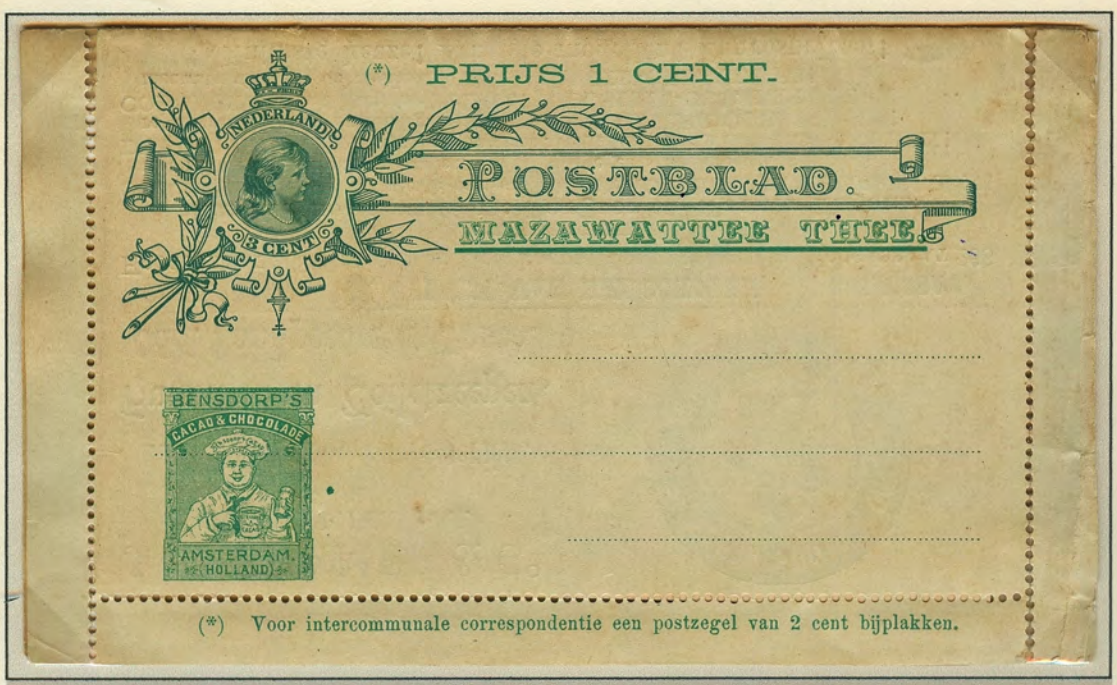


Italian hot chocolate is rich, thick and decadent. It has an almost pudding like consistency and big bold rich chocolate flavor, and always made of highest quality chocolate that you can find.



Meter stamp Pitney Bowes type "CVS"

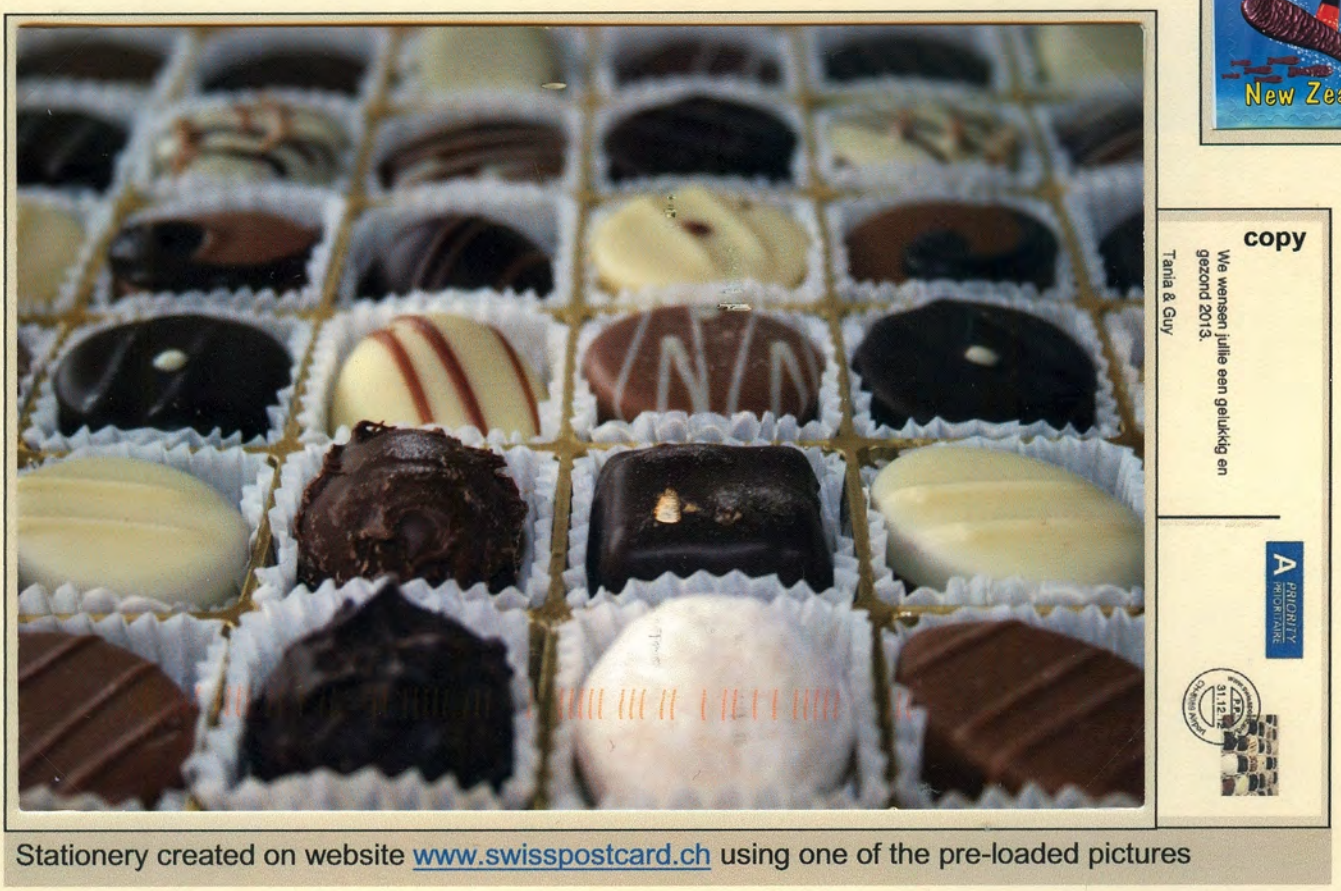
Convenient beverages are pre-mixed with cocoa, sugar and vanillin in them, so that you don't have to mix the ingredients yourself to make a delicious hot cocoa or chocolate milk.



Stationery with advertisements (Netherlands): Bensdorp Dutch cup chocolate

Couverture (covering) chocolate contains a high percent (at least 30%) of cocoa butter, as well as a high percentage of chocolate liquor. This ratio makes it expensive but means the resulting chocolate is smooth, melting quickly, evenly.





Stationery created on website www.swisspostcard.ch using one of the pre-loaded pictures

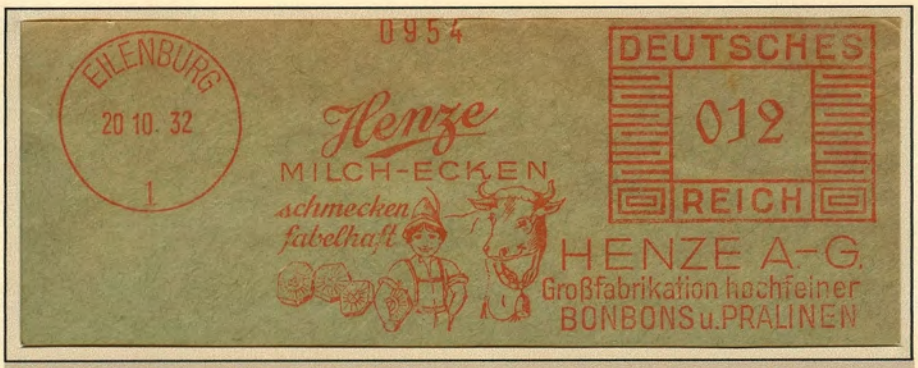
Couverture is the preferred chocolate for tempering and enrobing candies, biscuits and pralines.



▲ *Bosch ball; whipped cream and coated entirely with dark chocolate icing*



'éclair' (center) an oblong pastry filled with cream and topped with chocolate



Meter stamp model Francotyp "B": company Henze



It is agreed that pralines are named after 17th century French diplomat whose name and title was César, duc de Choiseul, comte du Plessis-Pralin. The original praline was a sweet confection of almonds and a type of creamy, sugary, caramelized coating. Pralines may refer to sweets made from fruits or nuts, mixed with sugar syrup or chocolate, whether in whole pieces or as a ground powder.



A Francotyp company specimen card (21.08.33): publicity of praline manufacturer Bohme based in Delitzsch (Germany). This type of card records registration date and number, change of publicity by requestor, sample strike of the meter mark, etc...



Swedish Bomb; Austrian creation, consist of sweetened egg white foam covered with chocolate



Meter stamp (zero value) model Safag: company Niemetz

Tastes, sizes or forms are defined by the professional bakers or confectioner's talent and imagination. Brownies are a cross between a cake and a cookie with small pieces of chocolate for texture.

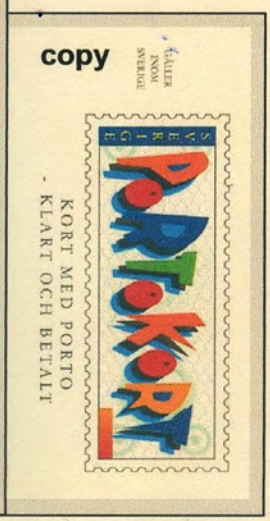




Pralines: Belgian chocolates



Pralines differ in every country, but the so called 'Belgian pralines' are considered the most famous, due to the smooth chocolate shell that was filled with cream or nut pastes.





Chocolate biscuits or waffles (products available in many forms) are covered with melted dark, milk or white chocolate. It is also possible to replace some of the flour with cocoa powder.





Stationery booklet (Israel) with advertising inserts (see reduced scan above): biscuit topped with chocolate.





Christmas Seals sold specifically as semi-postal stamps at the post offices (the Faroe Islands) from the end of November to end of December; this money was donated to charity.

Once covered, they are left in a cool place to harden the chocolate.





Meter stamp (USA) model Pitney Bowes FV-6: Brownies

Since its creation, the biscuit has played two roles: a practical and nutritious food, easy to preserve and carry, and the confectionery food which evolved due to different cooking techniques.



Perfin (Belgium) **E.D.B.:** De Beukelaer – German censor stamp

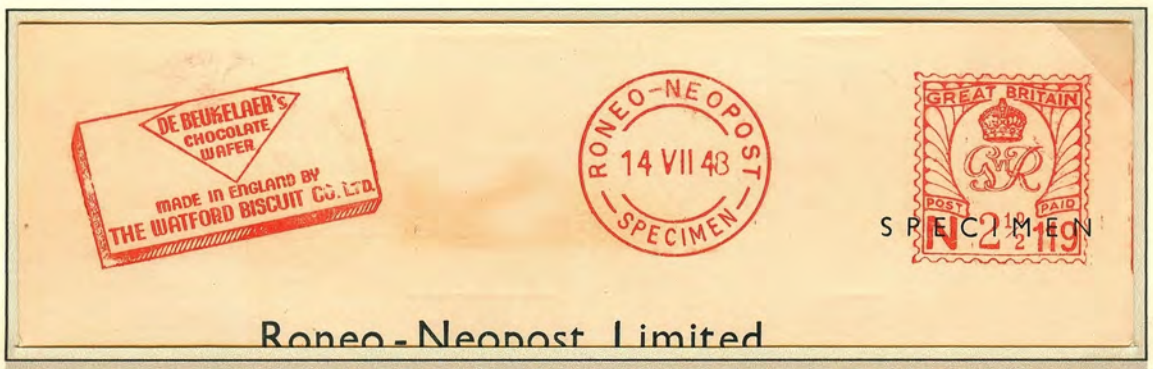


Free illustrated stationery (distributed in Belgium to encourage writing of post cards): was included in the packets of German 'Bahlsen' biscuit with chocolate: Leibniz Choco (more chocolate than a biscuit).









Specimen meter stamp (Great Britain) Neopost: Chocolate waffels of De Beukelaer

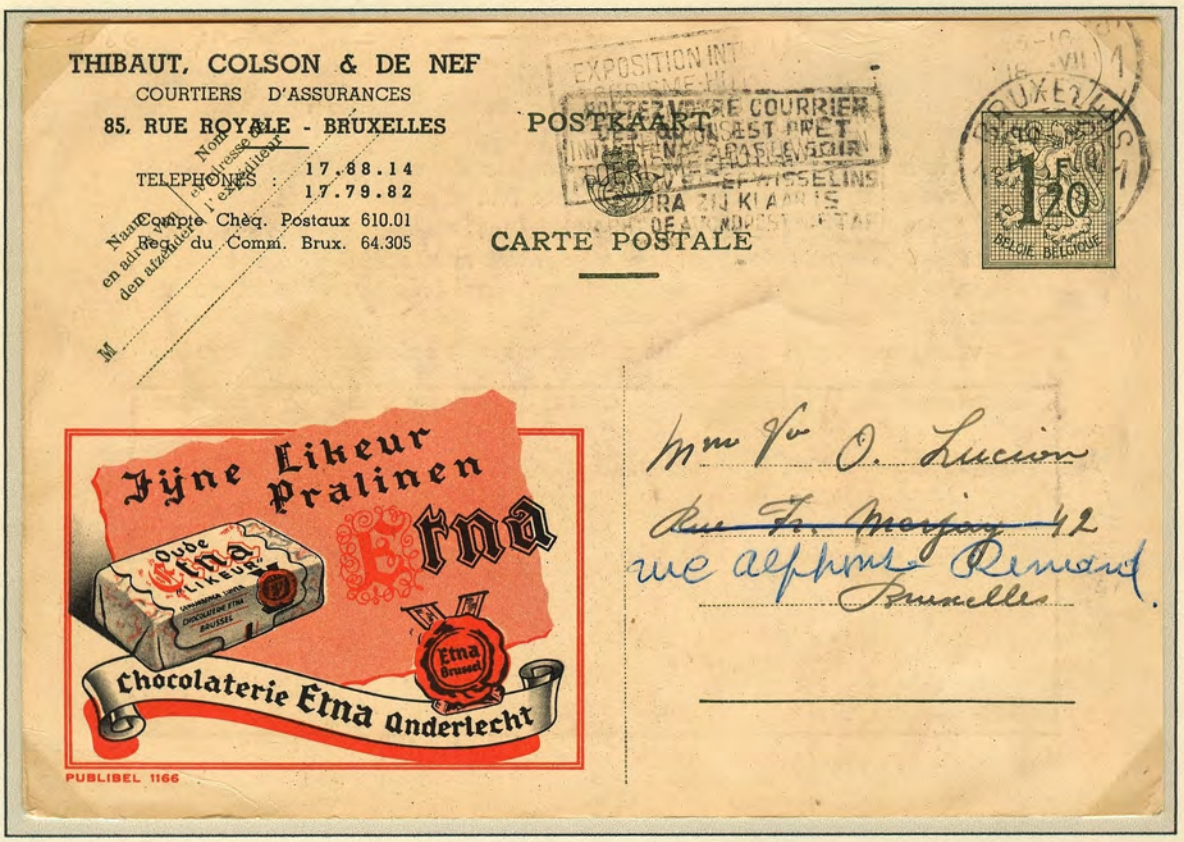
Many manufacturers began to cover their products with this new tasty chocolate from the mid-19th century, producing all kinds of traditions based on tastes, sizes and different forms.



Field post card (Germany) with advertisement of H.Bahlsens Keksfabrik (see marker): depicting Leibniz Keks; biscuits topped with chocolate produced by Bahlsen, since 1881



Alcohol-filled chocolate pralines were being produced by 1900. This kind of confectionary had a crisp sugar shell with all kinds of liqueurs inside, and then coated with fine dark chocolate.





Stationery letter card with advertisement (Argentine); licores y chocolates (liqueur and chocolates)



Chocolate fillings or mixes with dry fruit (hazel, walnuts, peanuts, raisins etc. broken or whole) need to be stirred until thoroughly combined. When the mix is ready, small lumps of the mix are placed on parchment paper on a tray, or dropped into small molds and cooled until it has hardened.





Stamp booklet (Great-Britain) with advertisement from chocexpress (£1 reduction coupon in booklet), postal service distribution Belgian chocolates; box contains chocolate coated nuts

Meter stamp (Netherlands) Model Neopost with limited values









Candy filled with chocolate is even more common, just to name the once shown here; Dutch Venz toffees and Finish Kiss Kiss.



Englhofer Firn brand; Peppermint candies with chocolate in a small silver wrapper

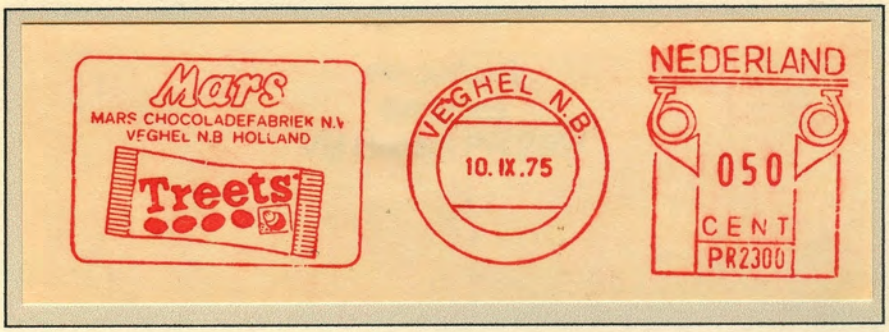
Also Englhofer Firn candy and even better known is the baptism candy dragees.





copy

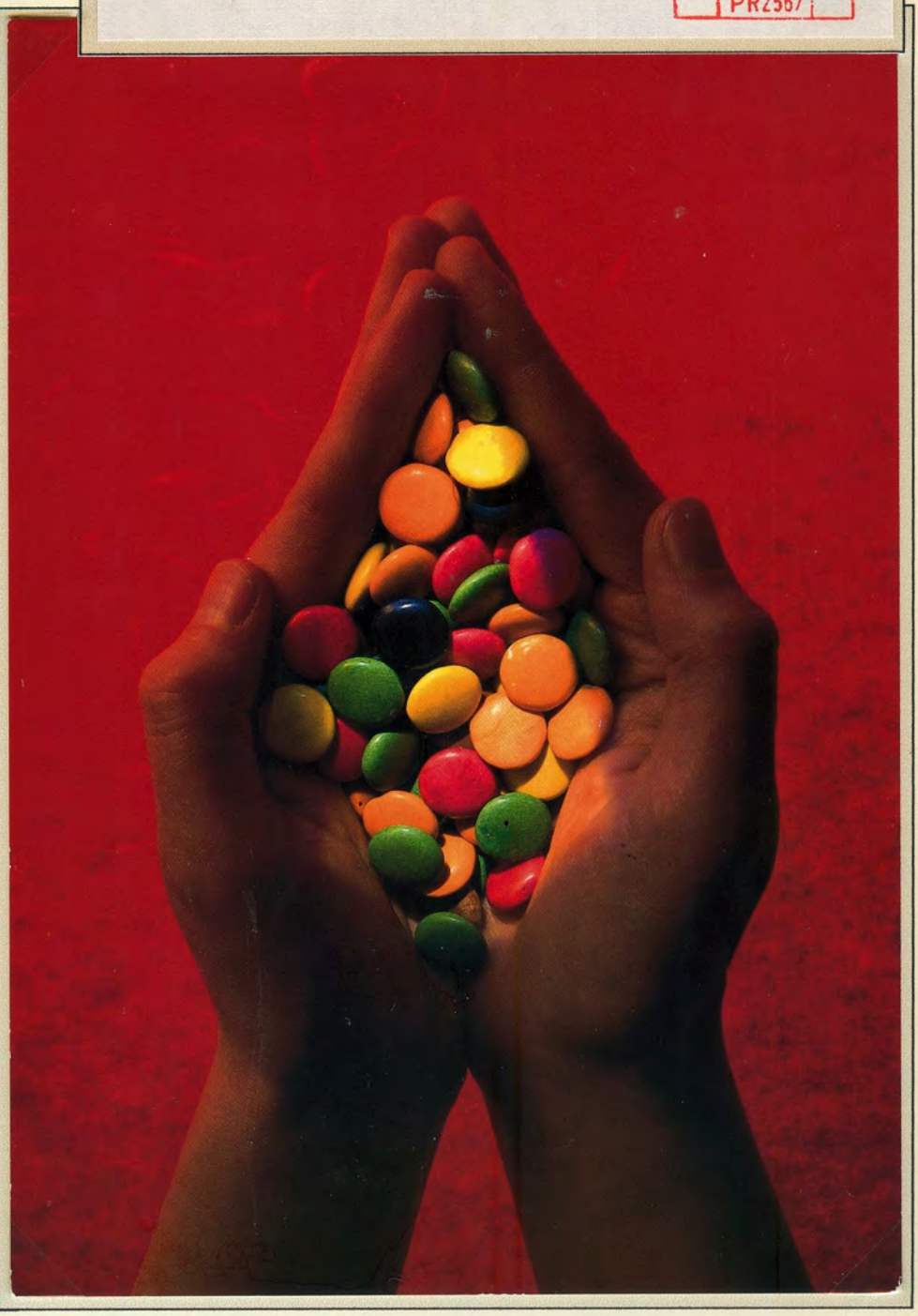
Smarties are a tasty sugar-coated confectionery of various colours, from Nestlé, introduced in 1937.







M&M's were introduced by Mars in 1941; resembling Smarties, but were used in competition to them. These candies entered Europe in 1960 as Treets (with pindas).













Meter Stamp (France) Neopost/Satas model SM26: chocolate

Home or bakery-made pies, donuts, or cakes covered with decorations with smooth layers of chocolate are mouth-watering creations to celebrate birthdays, Christmas, etc.





Meter stamp (Germany) model Francotyp B: chocolate pudding Töllner

Chocolate pie recipes exist in many forms and flavours but one thing they have in common, is the use of cacao powder to replace some of the flour partly, and melted chocolate.

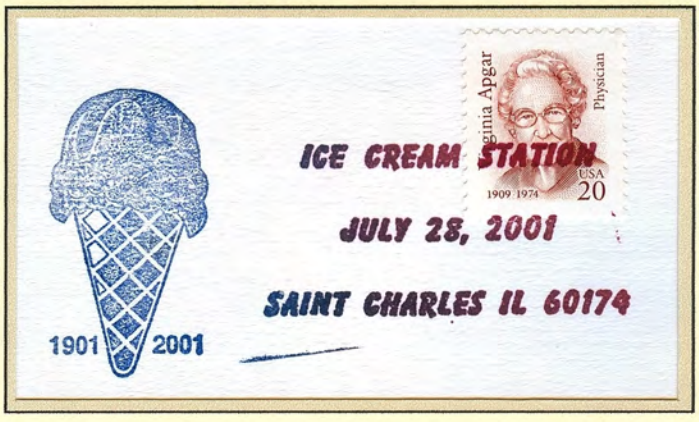


Telegram (Poland): birthday pie covered with a layer of smooth chocolate



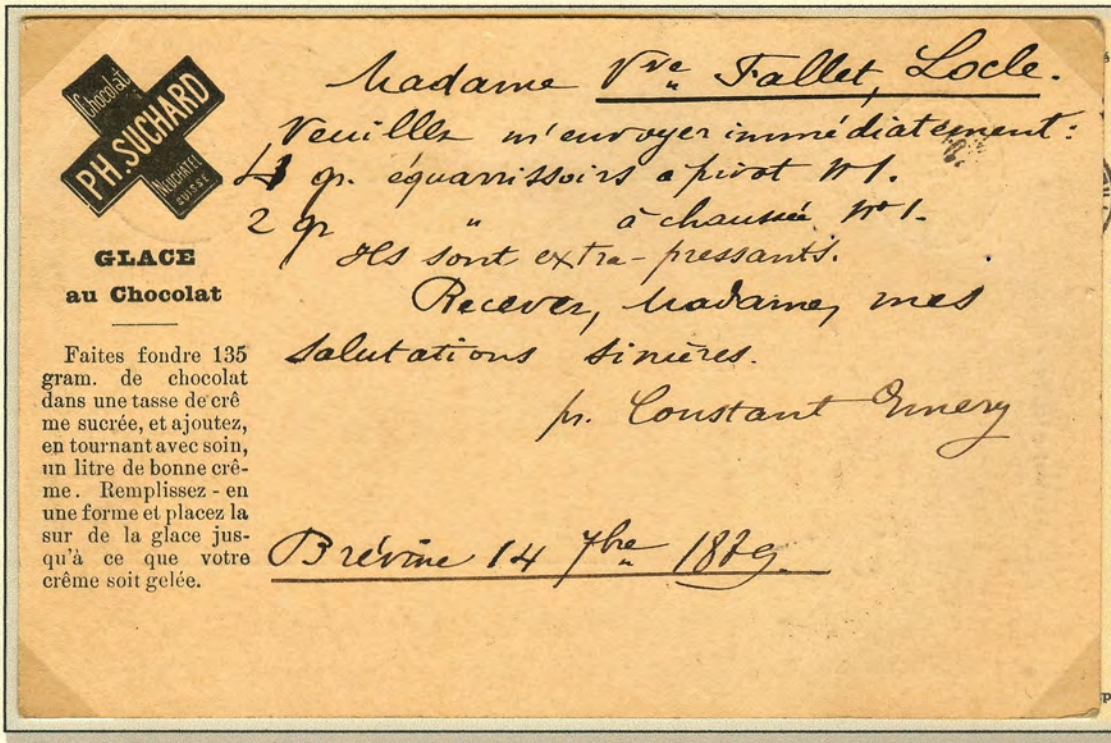


Ice cream is relative easy to prepare, but needs to be frozen at least a few hours before serving.



copy

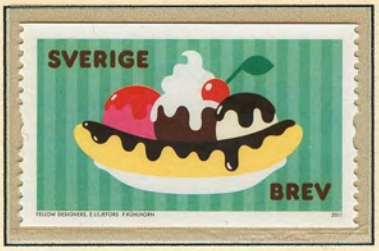
Thoroughly blend milk, sugar and cream, add cacao powder and mix until smooth and creamy consistency. Pour into pie shell or mold and put into the freezer.



Private Stationery (Switzerland) discount priced: How to prepare ice cream with care



◄ *Chocolate topping* ►

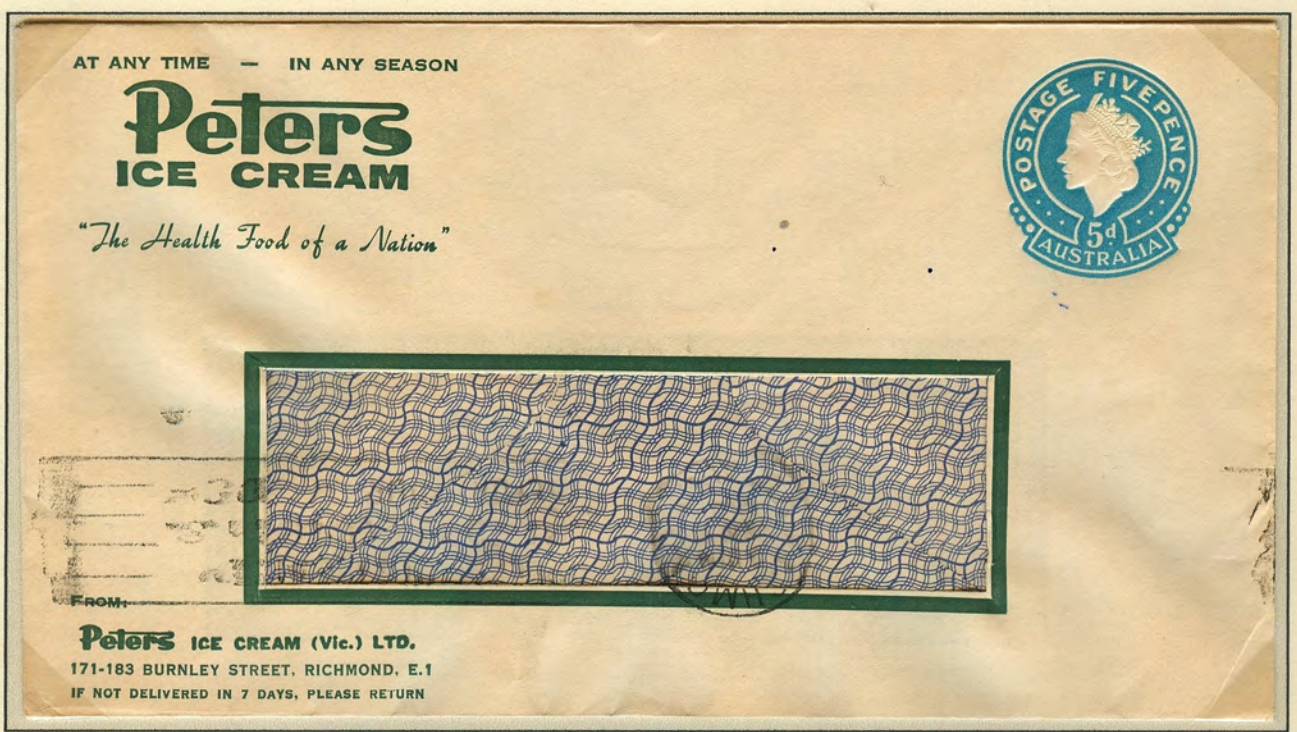




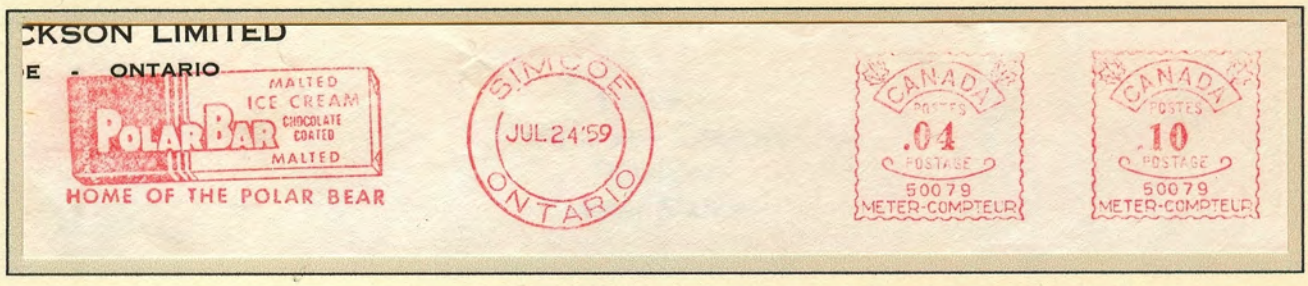
Vanilla-flavored gum

Ice cream is an amazing 'after meal' treat and a common thread between all age groups. Many of us have happy childhood memories linked to it.





Envelope printed to private order (Australia) for Peters ice cream Ltd.



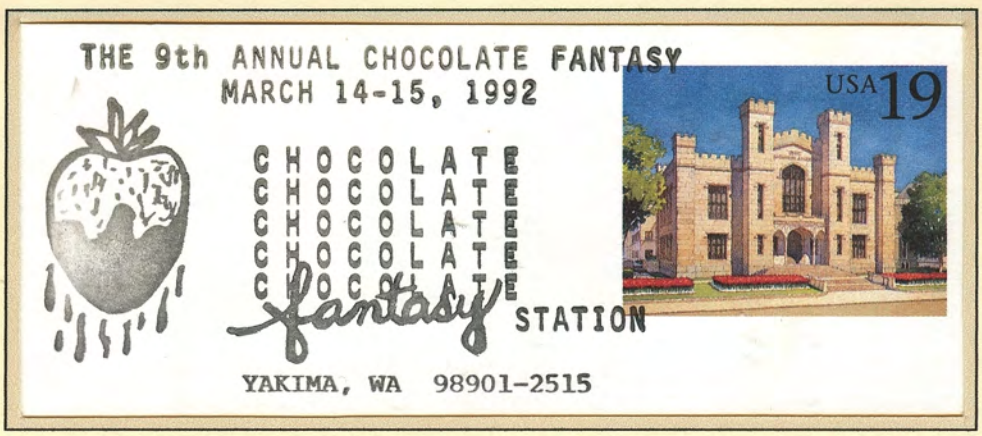
On vacation, loitering outside in hot summers enjoying the cold melting ice cream gets all of us nostalgic about our childhood. Even as grownups, it's an ultimate comfort food.









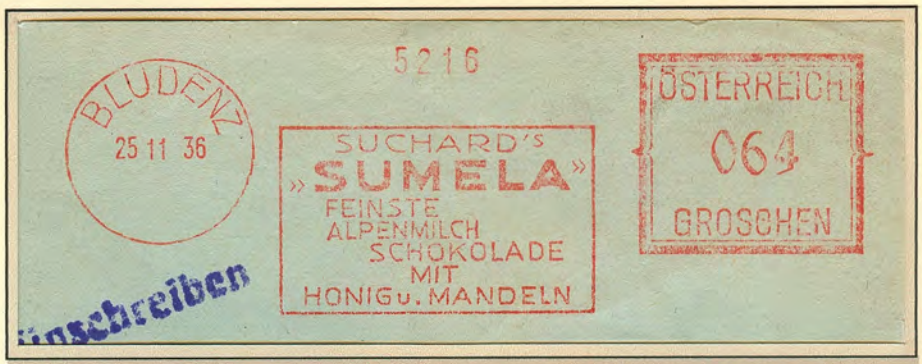


Many countries have acknowledged this delicious food and issued stamps for it.





Frame shift printing error (Albania)



Meter stamp (Austria) model Francotyp C: Honey and almonds

The Aztecs mixed their bitter cocoa with vanilla, honey and several other herbs or fruits, to counteract that bitterness.

Today people seek more delicious flavorings to add to their chocolate drinks or blocks.



Booklet (Belgium); reduced copy cover



Booklet (Denmark) – 1953; vanillecreme

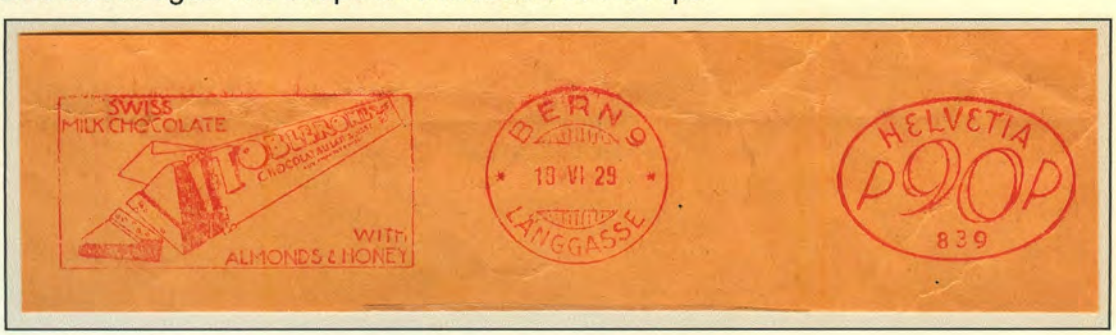
▲
▼ *Vanilla*





Perfin **TOBLER** by Tobler's Swiss Milk Chocolate: manufacturer of Toblerone

Toblerone, founded in Bern in 1908, is known as the legendary triangular Swiss chocolate with a perfect mix of honey, almond and nougat. The shape is reminiscent of the Alps.



Toblerone: Swiss milk chocolate with almonds & honey



The number of ingredients that can be mixed with chocolate is endless and refresh the mouth with a pleasant *taste*.



There are plenty of examples; cherries, hazelnuts, nuts, oranges or bananas.





▲
▼ *Cherries*



Meter stamp (Canada) model Pitney Bowes “5300”: hazelnuts



Fancy cancel set in Cherry Valley (IL; USA) on 21.09.1931; exclusive for registered mail between 1927 and 1934: cherries

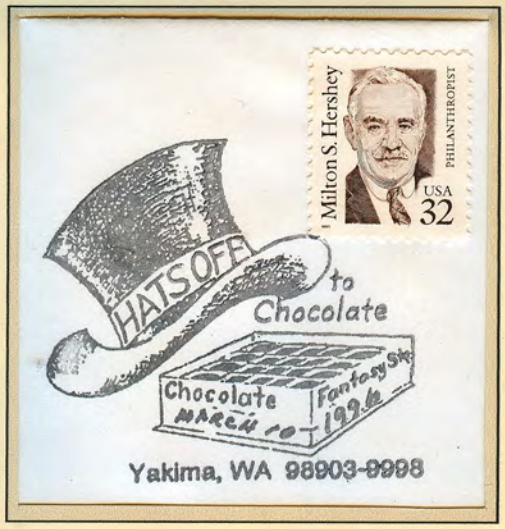
4. What shapes our taste?

4.1 Attracted by beautiful wrappers and boxes

fascinating presentations



Wrappers are designed to communicate with you - the consumers. The bright colors, shiny paper and animated logos draw you in to purchase them.



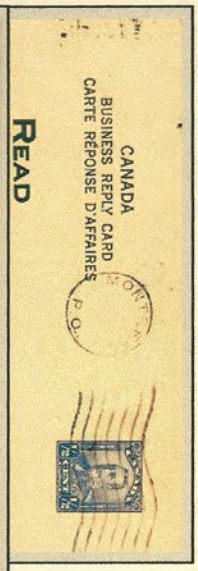
What do you think about, when given a bright, shiny box full of beautifully presented chocolates? Yummy?





Telegram Eastern feast (Portugal) - 1958; box with chocolate eggs





The box for pralines protects the chocolates better than silver paper, and is even more attractive as a gift. It also prevents them being affected by stronger odors.



In 1920 Jean Neuhaus designed the rectangular box, the ballotin, that is still in use today worldwide, to display and protect the chocolates.

Stationery (Canada)
Business Reply Card





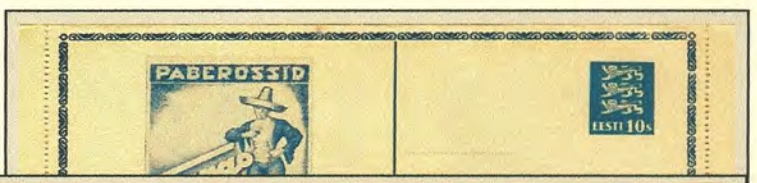
Each wrapper holds the promise of something tasty and expensive, as chocolate was in the beginning. A brand, a slogan and manufacturers name is always on the cover wrapper.



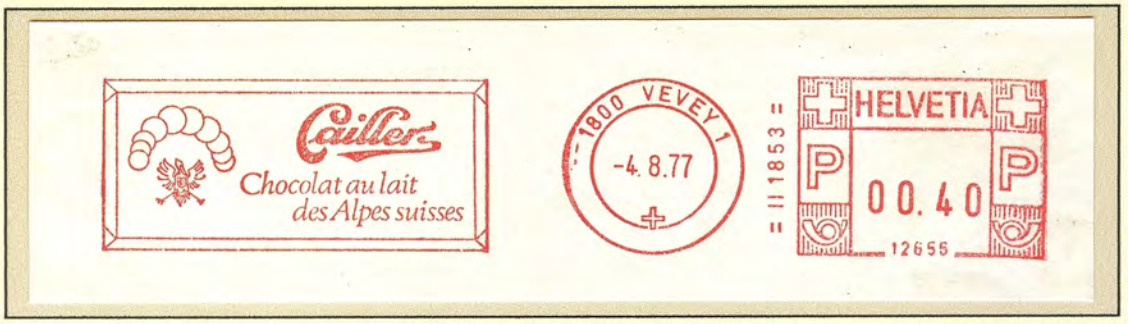
Block of 15 stamps: specially perfumed with chocolate



Wrapping or decorating them in a shiny paper is useful for keeping out sun and warmth. Often a top paper wrapper with colorful details finishes it.







Everyone loves a great flavor, but the appearance of products should be supported by nicely designed packaging, which can provide unique value to the product. Consumers would be drawn to it as well when they see such high quality packaging.



Private Stationery (German Empire) with advertisement Rüger's Cacao packaging



Perfin **M.D.G.** (France) used on 10.4.1931: Zerga wrapper, brand of Cooperative MDG



Booklet (USA): doctor blade flaw printing error - as Hershey kisses presented in box



Silver paper is also used to preserve the couverture from heat and to show them at their best advantage as something special.

Hershey kisses are foiled in their aluminum wrappers with a narrow strip of paper protruding from the top. The Kiss received a registered trademark for the foil wrapper in 1976.



Non prior port free card (Belgium) when sent on 21 July 2005; chocolate wrapped with red silver paper.



The Chocolate girl, by Jean-Étienne Liotard



Meter stamp (USA) Pitney Bowes

Baker's Chocolate company (USA) obtained the rights in 1862 to use the image of 'The Chocolate Girl' on their products, which became the inspiration for one of America's best-known, and oldest trademarks still in use today.



Meter stamp (Spain) Hasler "F22"

The painting has often been used as an inspiration (due to the rights) for the commercial illustrations or logo on wrappers and boxes.



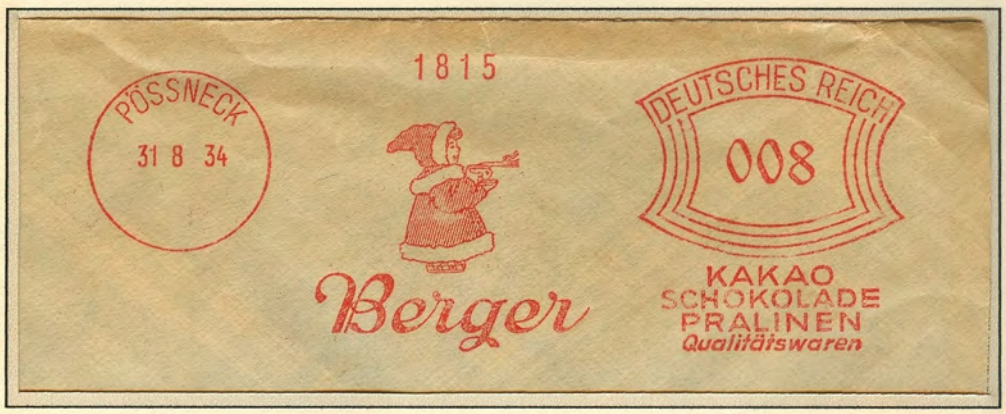
Private Stationery (German Empire) with advertisement of Rüger Kakao: colorful box illustration based on The Chocolate Girl

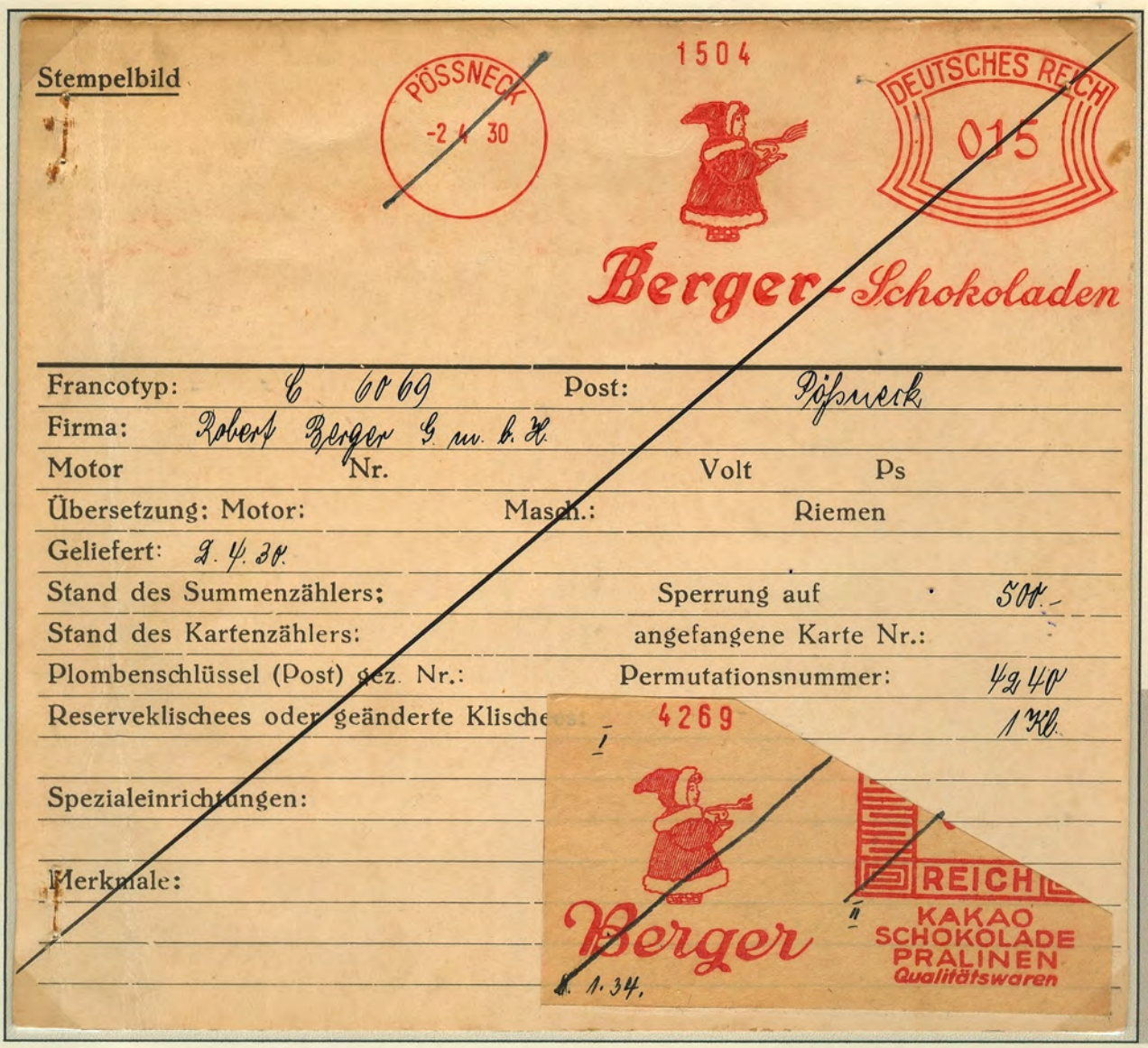


Meter stamp (Netherlands) Francotyp "C"

The serving girl or maid has appeared in many different forms, perhaps inspired by Baker's chocolate logo, but no company ever states that it's a based on the original.

The "Bergermädel," version established in 1918 ▶





Archive cards of Francotyp Co. recorded the services of the meter machines as well as any changes of a design, starting with a first day specimen meter.



Many brands inserted stamps about film stars, sports, history, art etc, inside the wrappings of its chocolate bars, which could be collected and glued into albums printed for that purpose.



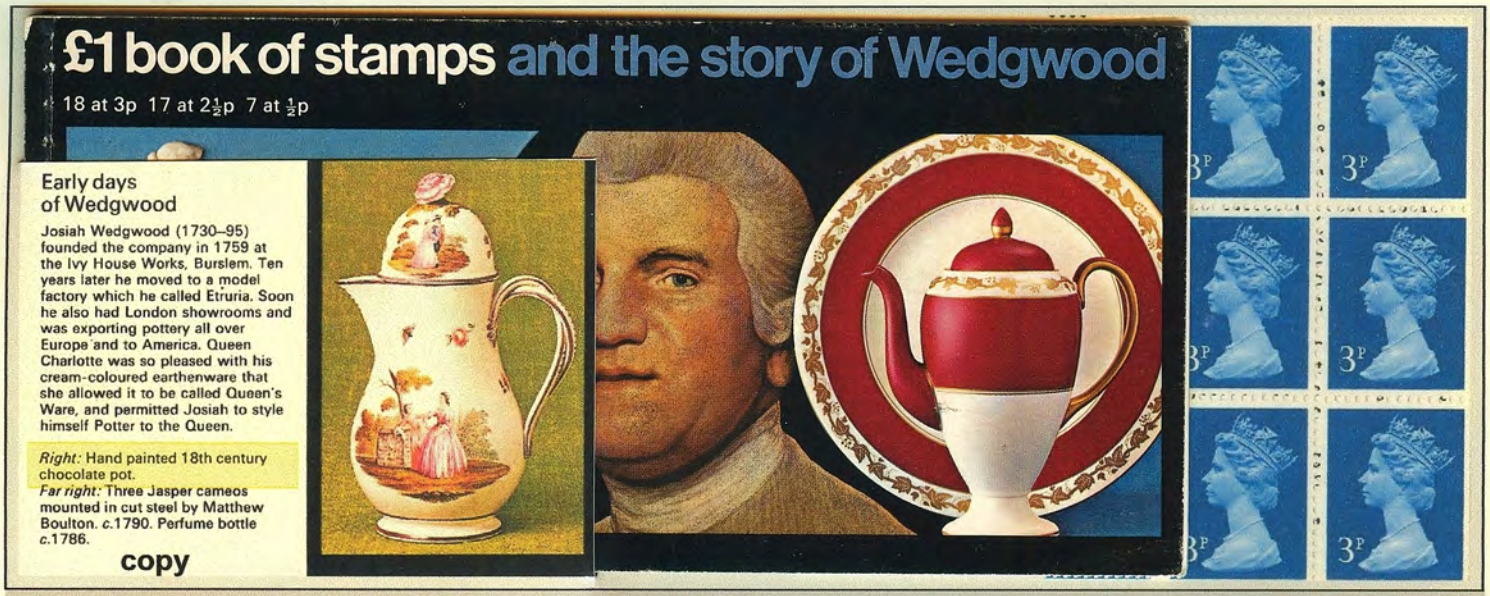
Envelope with advertisement stamped on demand (Switzerland): Maestrani chocolate with Atlas stamps



The chocolate pot resembled the coffee pot, with a difference: there was a hole in the lid.

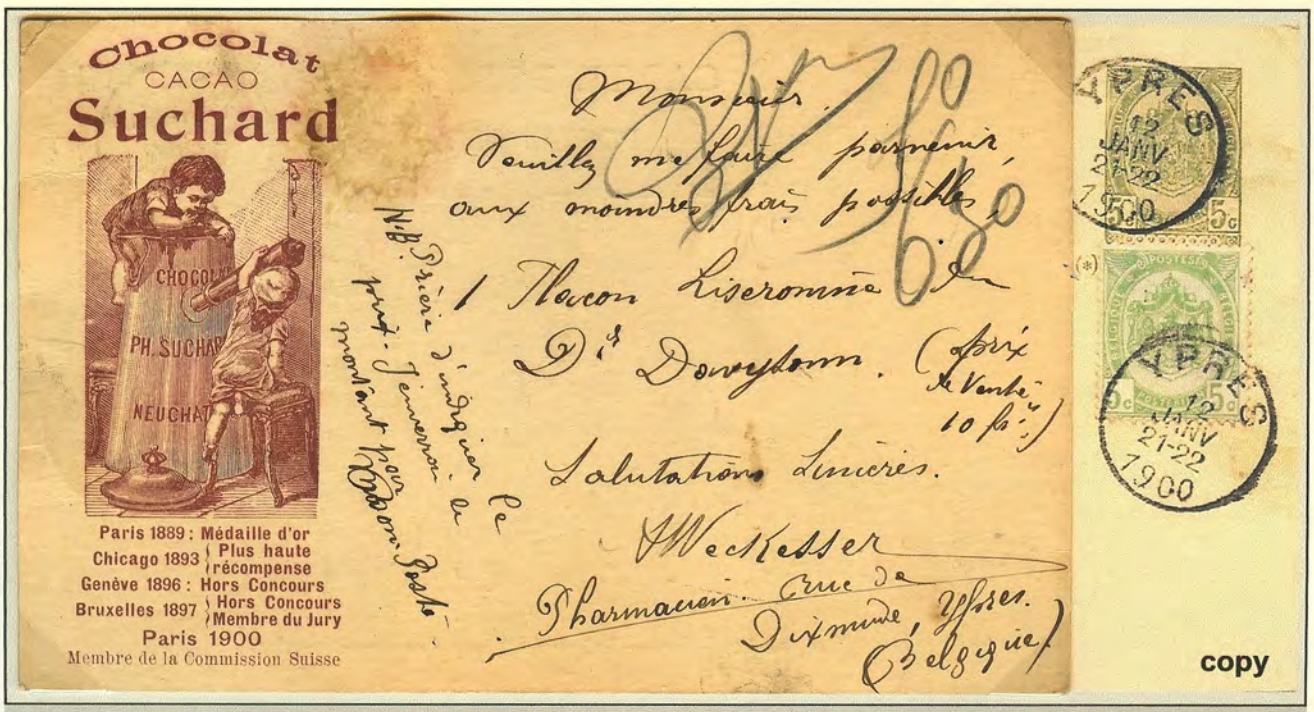
The purpose of this hole was to introduce the whisk without lifting the lid and thereby cooling the chocolate: the whisk was used to make the liquid frothy. The hole could be sealed with a small cap.





1e Prestige stamp booklet (Great Britain): picture inside; chocolate pot

Only high society was able to display their self-indulgence with the full chocolate set.



Stationery with advertisements Suchard (Belgium): chocolate pot with right-angle handle



Drinking chocolate together meant preparing cacao hot or cold, in a pot with a mill or whisk. The chocolate pot is designed to serve hot chocolate and often is wide open at the top.

'Still life with a chocolate mill' by Spanish artist Juan De Zurbaran (1598-1664) – main attraction in Museum of Art keeping one of the best collections of foreign art in Ukraine



But today you can get prepared hot chocolate from an automate in a range of establishments.



A stylish late night farewell with a cup of Galle & Jessen chocolate – not too hot – guarantee for success



Another typical variant of chocolate pot has a right-angle handle to allow stirring the drink. The earliest chocolate pots were made of precious metals such as silver or copper. Later, fine porcelain sets were popularized by various companies in Europe.





Private stationery (Stuttgart city post, Germany); chocolate pot



Hungarian Herendi chocolate china set



Letter card with advertisement (France): chocolate pot with right-angle handle

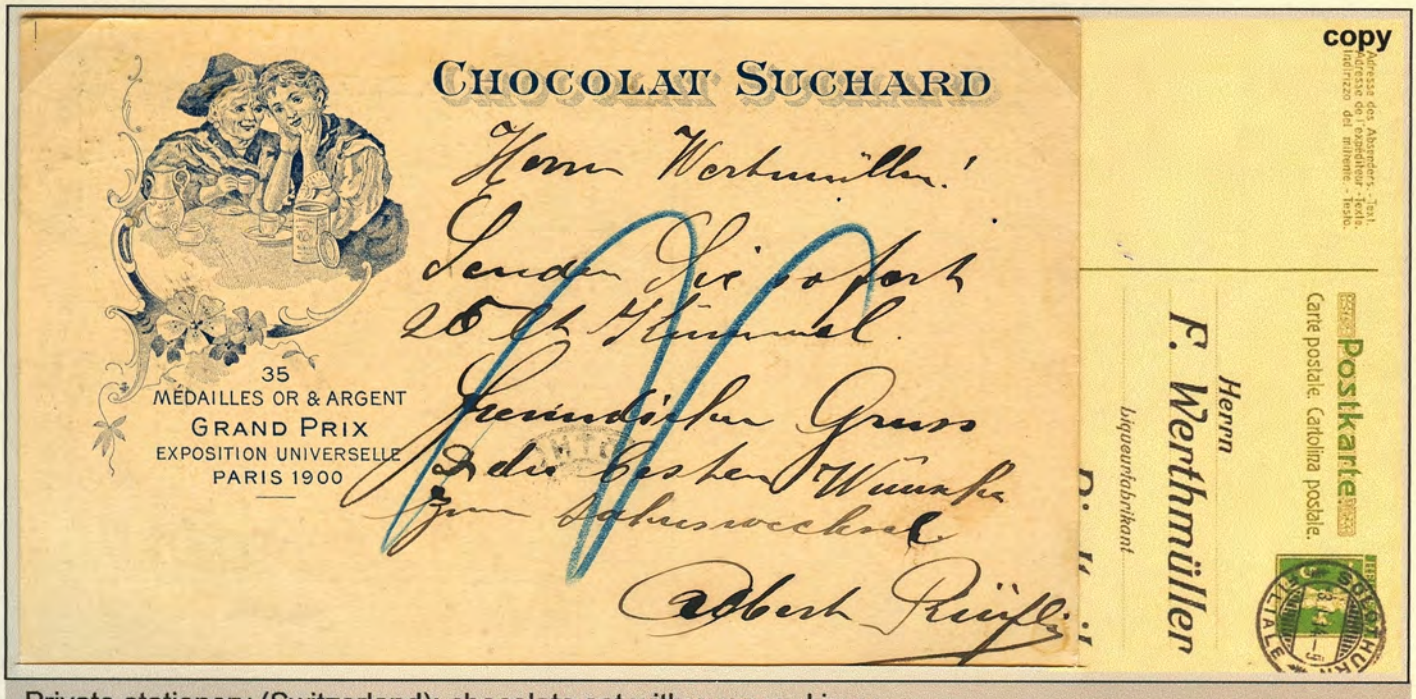




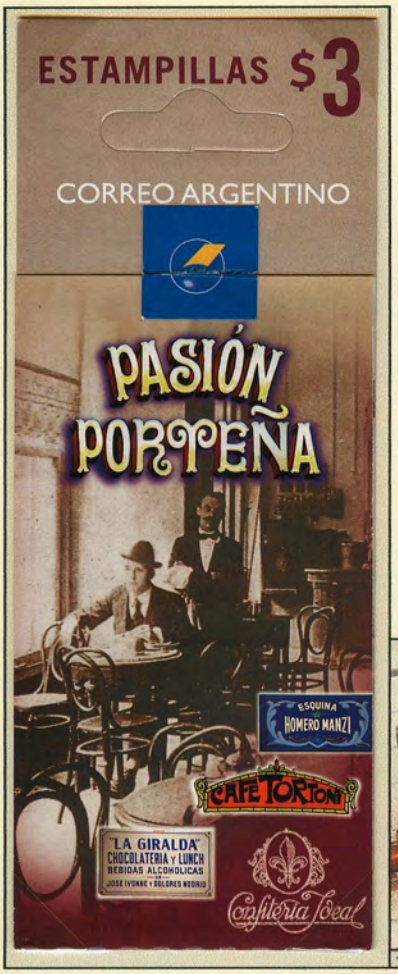


Chocolate bonbonniere

A chocolate set normally includes a pot or jug, cups and saucers, and also a matching bonbonniere – a decorative pot with lid to conserve chocolate candies better.



Private stationery (Switzerland); chocolate set with cups and jugs





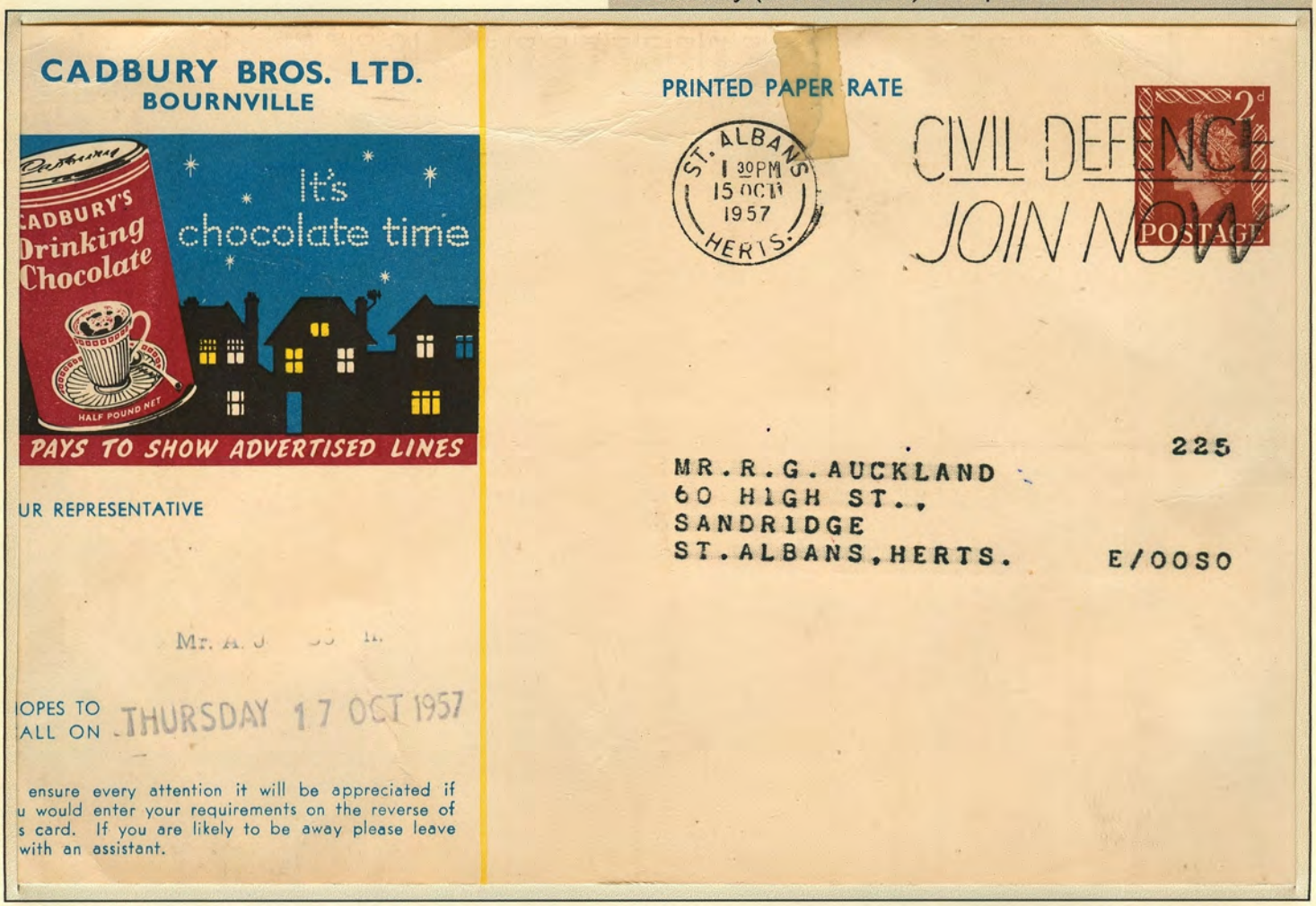
In response to public demand, porcelain manufactures began to make specialized cups reflecting the unique requirements that each beverage demanded in brewing and presentation.



For this reason, *trembleuse* (literally trembling) forms were developed: double-handled cups with a raised ring or basket on the saucer, holding the cup in place preventing spillage caused by a shaky hand.



Stationery (Great Britain) stamped on demand





Repique reply stationery (Austria); not sold reduced price: Suchard cup

Today we usually use single-handled cups or bowls, which are a bit thicker than the cups for other drinks like coffee and tea. This is because cacao needs to be stirred often.



Private letter stationery with advertisements (Germany): sent from Berlin 24.01.1910 to Breslau (today Wrocław in Poland): Factory Sobtzick. Girl with cup of cacao



The popularity of chocolate increased industrialization, and caused a reduction in its price. Well-designed logos, slogans and colorful advertisements enticingly appeared in the streets.

Mucha was very good at what graphic designers called 'product awareness'. Creating positive images rather than simply depicting them was valuable to advertisers when they were visually unexciting.



Personalized stamp



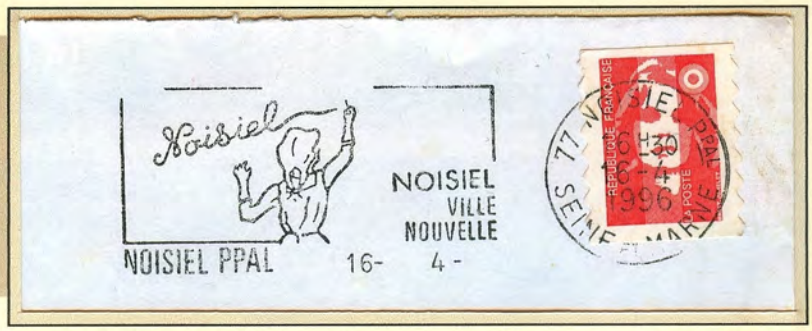
Advertisement of Mars ▼



Chocolate publicity ▶



Flam from Noisiel (France): featuring writing girl based on chocolate factory Menier advertising poster



In 1893 Firmin Bouisset created an advertising poster featuring a little girl using a piece of chocolate to write the name *Chocolat Menier* (based in Noisiel) on a wall or window. It proved to be a highly successful image and became an internationally recognized symbol.

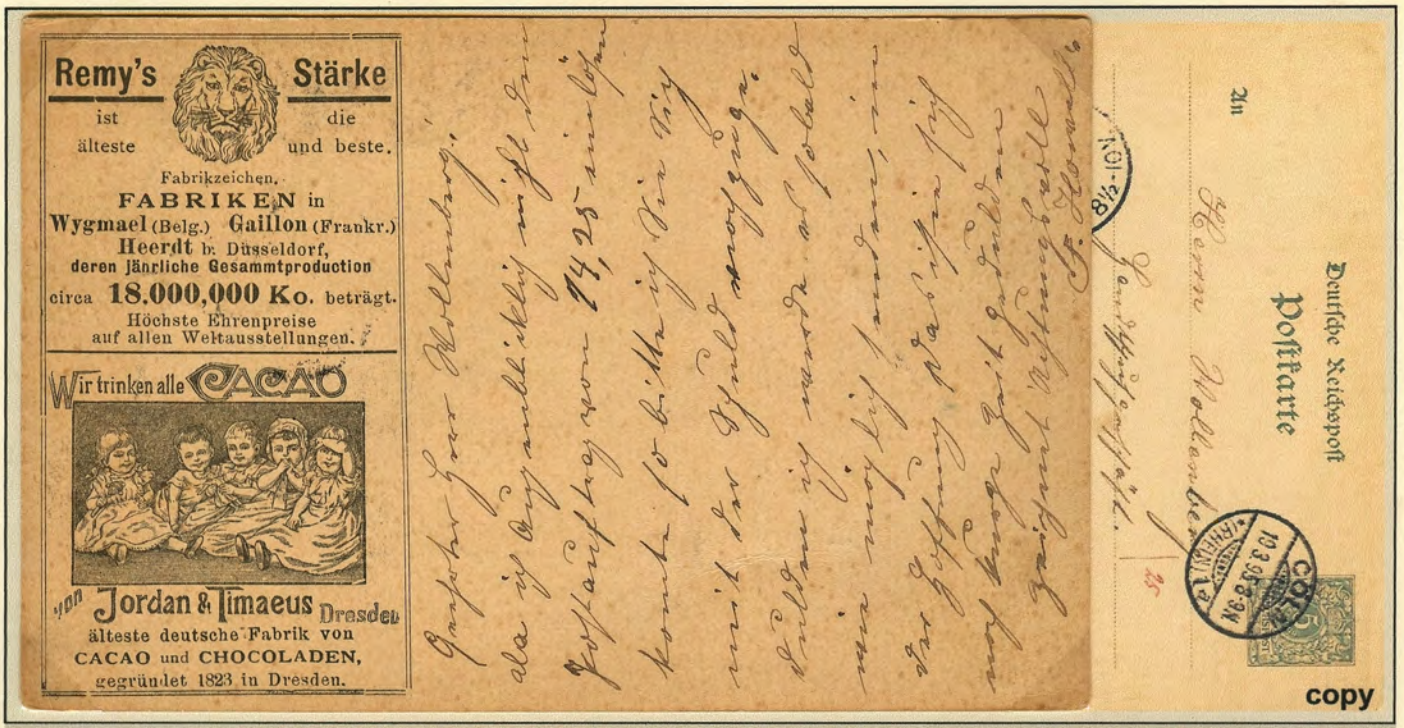


Private stationery (Germany): Factory Hansi Cacao: boy writing company name

Copied by many manufacturers like Hansi; depicting a boy writing the company name on a wall with a piece chalk. Plagiarism was rife in the past.



Perfin Gebrüder Stollwerck G.**St:** advertisement printed matter; boy grab cacao



Private Stationery (German Empire) sent in 1895: Cacao Jordan & Timaeus with sitting babies

Companies like Jordan & Timaeus used advertisements with slogans like "we drink all cacao" and picturing babies, it reminds the consumer that even babies can drink it. Children of all ages have been used to decorate their tin cans, so they make an association with childhood and tenderness.



Printed to order envelope Korff' Cacao sent from their factory in Pottenbrunn (Austria) in 1908; often picturing farmer girl and boy enjoying the gift of cacao in a tin can



Booklet (France): Chocolat Daccord - Impeccable quality from the region

A chocolate brand that wants to become a luxury product cannot produce just tasty chocolate, it has to create an imaginary world around it, make the customers feel that by buying this chocolate they buy something exclusive and something that is better than the other chocolates in the regional or even international market.



Postcheque envelope with advertisement (Morocco) sent from Rabat to Lons le Saunier (France) by airmail due 1fr supplement: Chocolat Duc surpasses all other chocolates





The name Indian River City was too long for use on a postmark. Cocoa was inspired by a box of Baker's cocoa and was adopted by the U.S. Postal authorities in 1884.



Meter stamp (Australia); model Roneo Neopost boxed N

Many products 30 years ago came with an additional surprise like collectors cards of cars to keep and collect, and children were fascinated to learn this – it meant more chocolate to eat.



Air mail per **Uiver** (Netherlands) from Gorinchem 16.X.1934 to Medan (Indonesia) 25.10.1934 flown over during the London Melbourne **MacRobertson** Air race

The **London-Melbourne MacRobertson Air Race** took place in October 1934. Sir Macpherson Robertson, a famous and wealthy Australian chocolate manufacturer, sponsored it with a prize fund of £10,000 on the condition that the race be named after his chocolate company. The Uiver won the handicap race (with postal mail) and flew the 19.877 km in 90 hrs.17 mins.



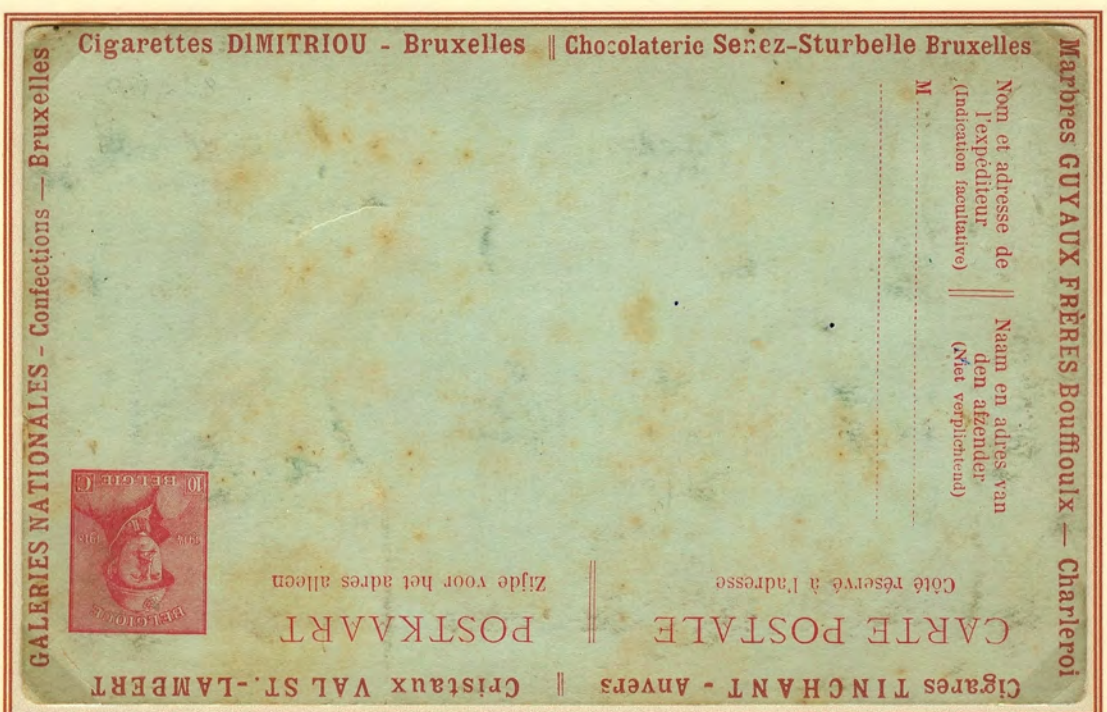
Printed to order (Great Britain): Kit Kat slogan of Rowntree

Advertisements aren't unique in the chocolate business. Since mid-1800s they used all kinds of channels to promote products with nice slogans…



Meter stamp (Germany); model Francotyp-Postalia Ultimail 60 (3D02); Mozart Kugeln advertisement

… or brands by posters, meter stamps, stationery and postcards.

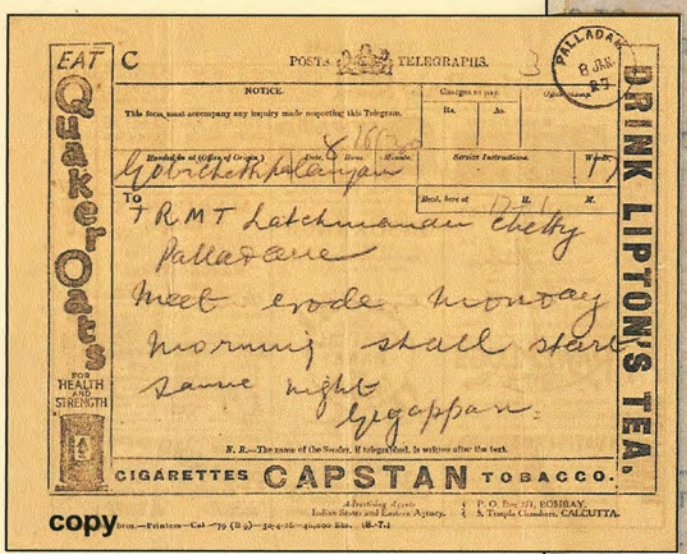


Commercial proof stationery 10c on blue paper (Belgium): with advertisement of different companies. This was probably printed by advertising agency as draft to sell advertisements in the period 1920-1922. Advertisement Chocolatier Senez-Sturbelle Brussels.



1925 2/- Booklet pairs stamps with Dainties' Embassy chocolate advertisement on side selvedges

Advertisements are most of the time only for local or regional recognition and identification.





Telegram (India): Rademakers Dutch chocolates

Especially when chocolates are promoted using regional products is an advantage.





1899 - Postcard distributed in army (Prussia): sent from Schneidemühl to Wongrowitz as military postage free. Cacao De Jong advert on horse cart.



Port-Timbre sold at reduced price at post office.

In the end you should have name recognition among your peers, gained by advertisements on all kinds of media and hopefully they like your product.



Detail of poster KOK chocolate Bonbons in Kampen the Koggestad

Campaigns were not only limited to posters and strong slogans, often chocolate makers were present at fairs or exhibitions with their products on display.





Example of short typical slogan; "Blécao, always easy to digest"

During the World Exhibition of 1935 in Brussels the brand "Côté D'Or", recognizable by the elephant, gained international fame when they distributed thousands of chocolate bars for free. It was their way of good publicity and thereby creating a market for themselves.



Prêt à poster (France): Marly - 20.10.2007 - 4e Salon du chocolat



Offerire Ihnen Lieferung einzelner galvanoplastischer

Medaillen

(Avers und Revers getreu dem Originale) für Tableaux, Schaufenster etc. von sämmtlichen Ausstellungen, sowie completer

Tableaux

mit Wappen, Orden u. s. w. unter Glas und Rahmen in geschmackvollem Arrangement.

Clichés

für Drucksorten von allen existirenden Ausstellungs-Madaillen in jeder Grösse. **Prachtrahmen** für Ausstellungs-Diplome. Grosse **Wandmedaillen** für Firmenschilder, Mauern und Aufschriften.

Telephon Nr. 12713.

Sprechstunden von 9—12 Uhr Vorm.

Hochachtend

Maxim. Jellinek jun. Nfg. F. Jellinek

II., Praterstrasse 54.



Internat. commercielles Ausstellungs-Bureau

Maxim. Jellinek jun. Nfg. F. Jellinek

II., Praterstrasse 54. **WIEN** Gegründet 188



Drucksache.

Herrn

J. Lange

COGNACFABRIK

Strassburg

Rossleinmarkt 9

Honoring chocolate makers or factories makes the consumer more aware of the hard work and craft that goes into the best chocolate products. Awards help the industry to grow and develop in established regions as well as new markets. By identifying the best chocolate made with the best cacao, chocolate makers, chocolatiers and cacao farmers continue to succeed at producing the world's best fine cacao and chocolate.

Printed to Order (Austria): sent from Vienna to Strasbourg in 1904: Chocolate factory J.S. Fry & Sons medals in a special frame from company Jellinek

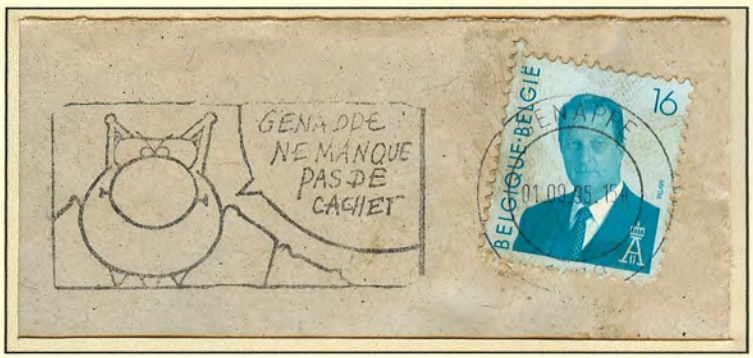




The most famous example where chocolate was inspiring, is the shape of a '*Coca Cola'* bottle. A picture of the gourd-shaped cocoa pod in the *Encyclopedia Britannica* was the model in 1915.



The same happened to the 'kinderzegels' (stamps for children) with a dolphin, which are based on the logo of the chocolate factory 'Dolfijn' from the Netherlands.



Phillipe Geluck (cartoonist) linked his bestselling comic strip 'Le Chat' to Jean Gallers (chocolate maker) famous chocolate brand 'kattentongen' (cat tongues).

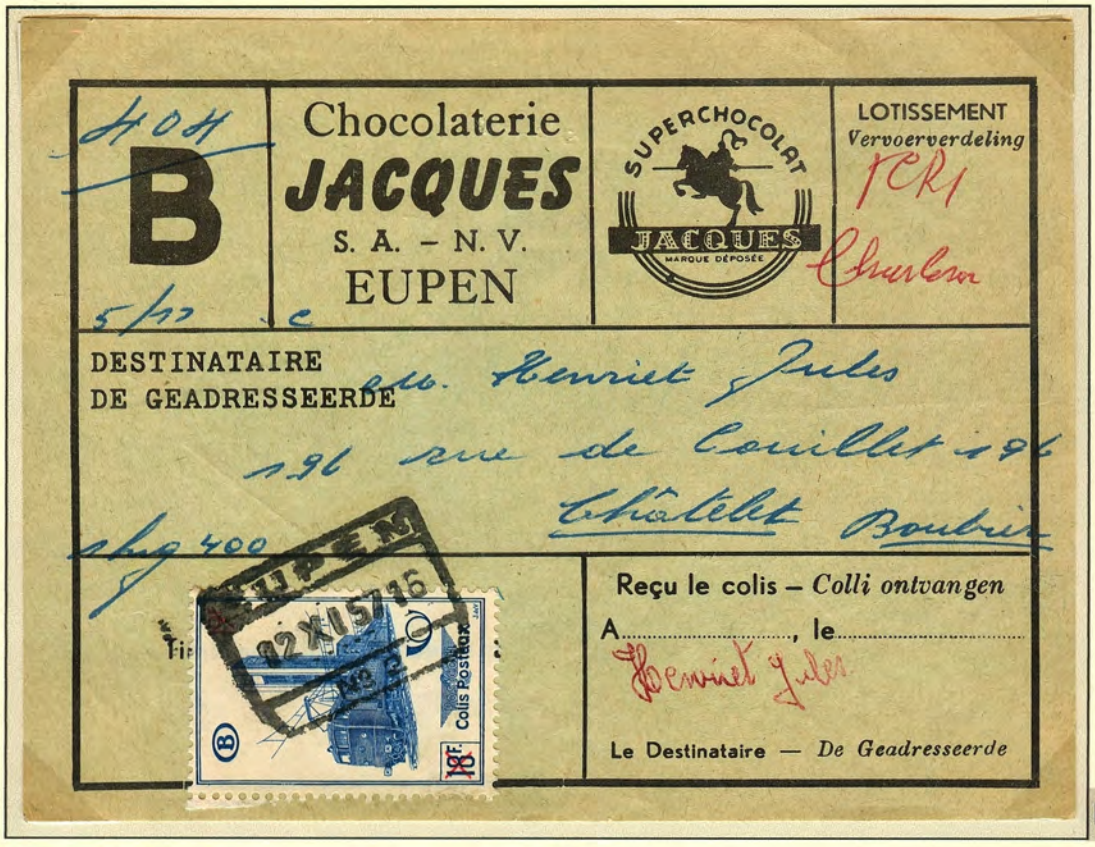


Stationery EXPRES rated 1F60 from Brussels to Liege (port 30c + urgent letter 1fr + port Tram 30c). TRAM Cancel; put in postal letter box of tram (early date 3rd month of introduction). Cancel BRUSSELS NORD 12.1.1927



'The chocolate trams' of Brussels

'The chocolate Trams' was a delicious nickname given by the citizens of Brussels for the chestnut brown colored trams which were in use in Brussels from 1889 until 1928. At the front of every tram (outside, right) a postal letter box was placed for urgent postal mail or telegrams.



Postal package (Belgium)

Chocolate companies also use graphical icons or logos to aid and promote instant public recognition.



Jacques' typically chocolate bar mold.

Antoine Jacques founded JACQUES chocolate factory in 1896 and transferred it to Eupen in 1922. The logo with the knight stands for "faithful service to the quality".

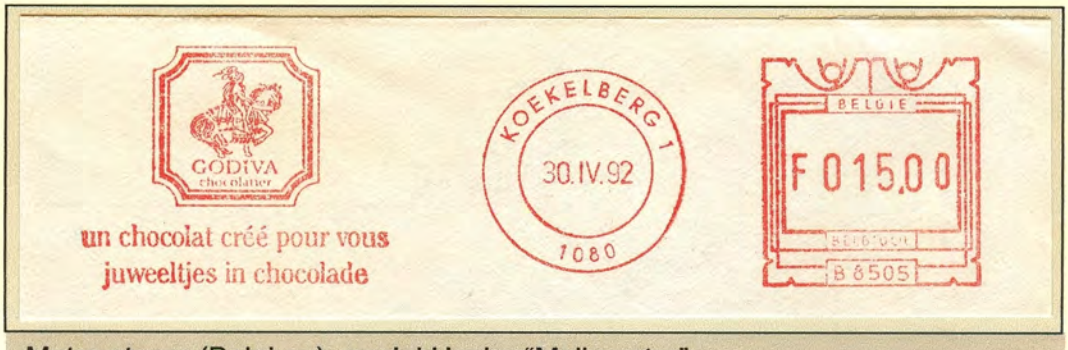


Personalized stamp (Belgium) with logo of Choco-Story museum in Bruges. The chocolate fairy was created by Pierre Wattiez Watch.

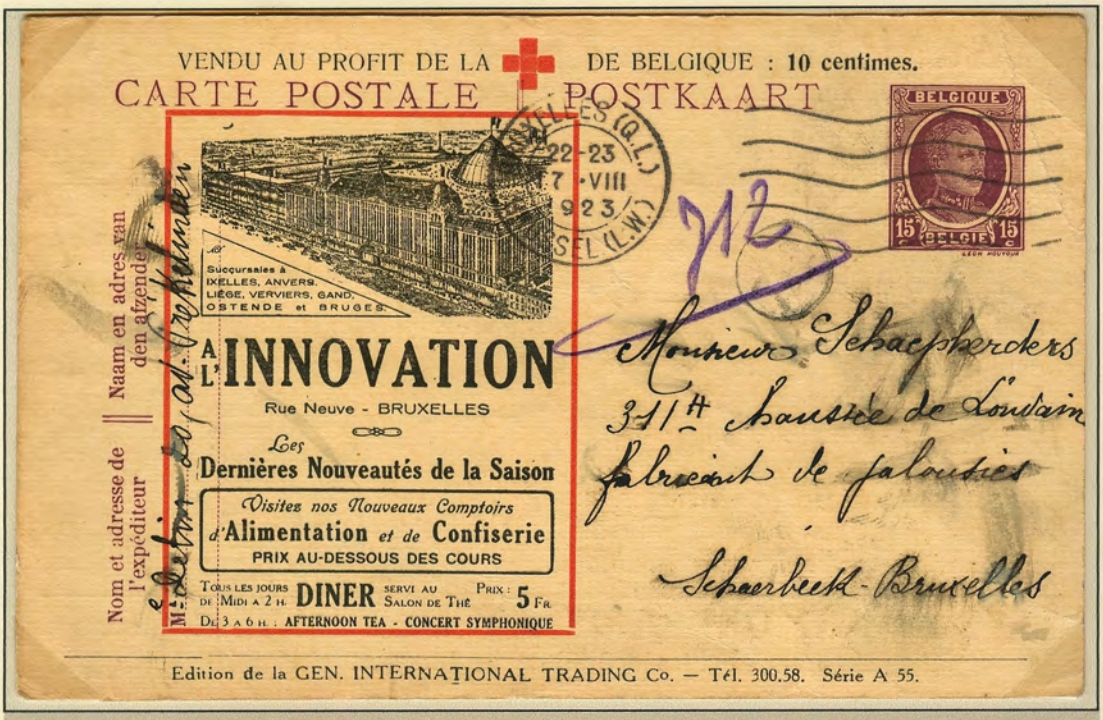
In 1926 master Chocolatier Joseph Draps sought a name for his company that embodied timeless values balanced with modern boldness. The famous story of Lady Godiva was the inspiration behind the Godiva chocolate name and logo.



Lady Godiva lived in Coventry, England, in the 11th century, a modest woman who immediately agreed to ride naked through the streets to lift the taxation for her fellow townspeople.



Meter stamp (Belgium); model Hasler "Mailmaster"

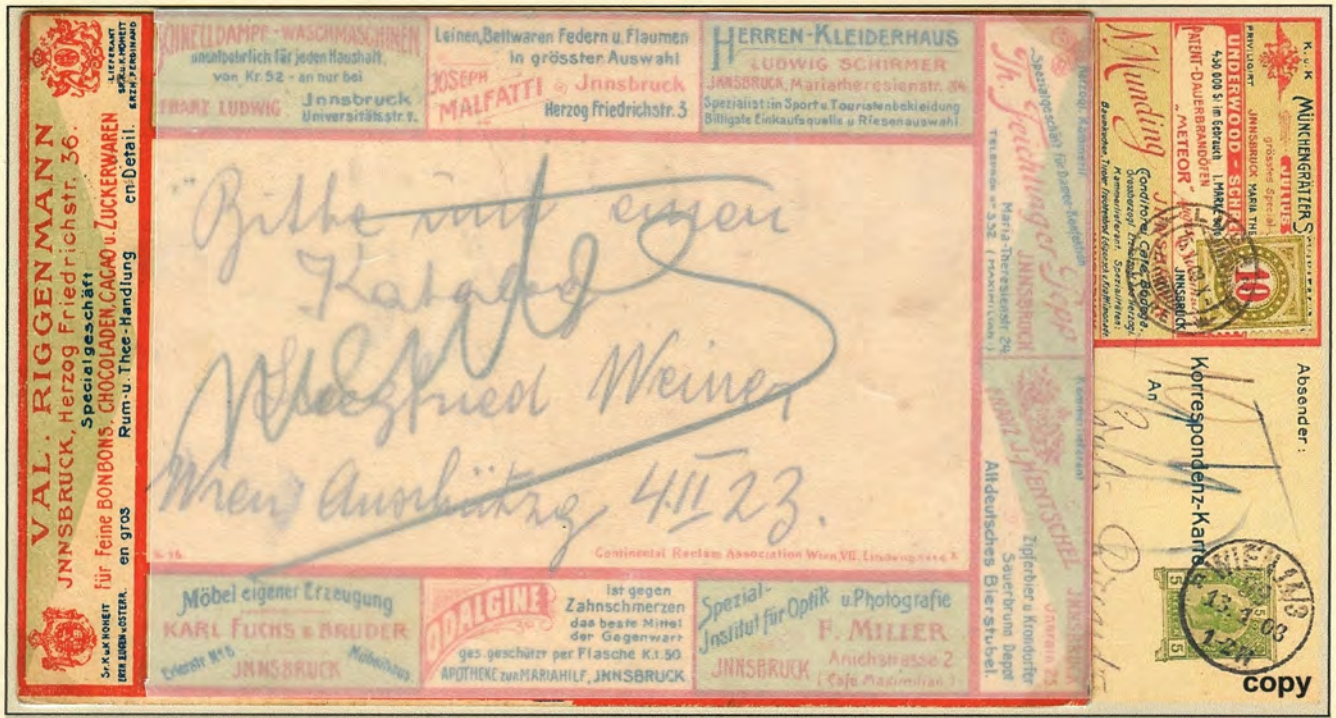


Advertisement card (Belgium) series 55 sold for the benefit of Red Cross for 10c i.s.o. 15c: picturing department store L'Innovation selling Food and confectionery (including chocolate)

On the street or in department stores, brands must be immediately recognizable, because the public in general are happier to see shop windows and interiors merged into works of art, so presentation fades to a secondary importance, and the brand itself is elevated to the status of modern icon.



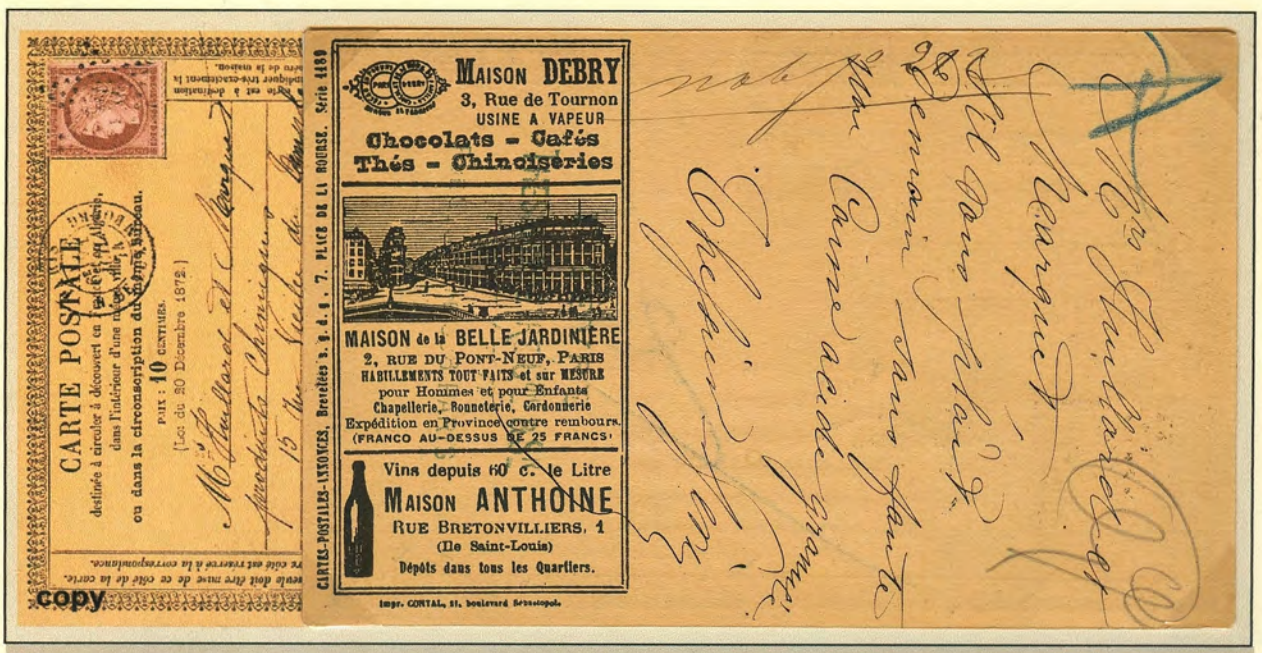
Advertisement envelope (Portugal) series 10 sold for 20 reis i.s.o. 25 reis: picturing Bazar Cristal Palace in Porto: selling tea and chocolate



Advertisement card (Austria): sent from Vienna 13.1.1903 to Lugano (Switzerland) taxed 10 rappen, normal due 10 heller for abroad. Valentine Riggenmann shop in Innsbruck



The stores of Chocolatiers are boutiques creating and sell high quality chocolate, fresh, aesthetic and have sublime taste. They are against mass-produced chocolates as sold in department stores and offer products with high standards of taste, production and craft.



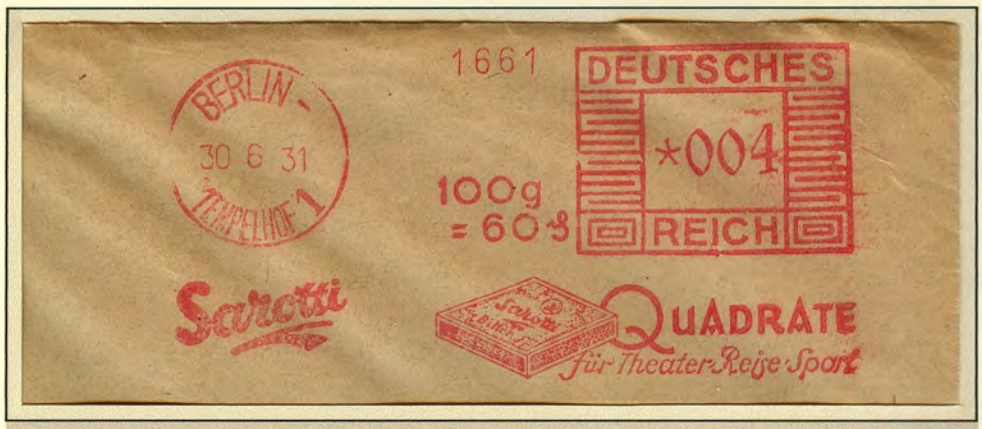
Postcard announces – forerunners (France), series 1189: chocolatier "maison Debry"

5. Effects on the mind and body

5.1 Beneficial effects

stimulation and weight loss





Meterstamp (Germany) Francotyp model „A": for theater, travel and sport

Francisco Hernández de Toledo studied medicine and botany, travelling in 1570 to the New World and described cacao as a divine beverage that builds up resistance and fights fatigue.





Chocolate is a good Travel companion

The health effects of chocolate refer to the possible beneficial effects of eating it mainly for pleasure. It contains a variety of substances, some of which have a stimulant effect, or even act like an aphrodisiac for sportsmen, travelers, workers, lovers and others.





Stationery (France) canceled in postoffice in Rue Claude Bernard

Dark chocolate is good, it may help you lose weight, but the stimulating tastes of added sugar and other ingredients to make it even more delicious, can cause the opposite. Claude Bernard (French physiologist) detected c1855 that the sugar we eat is very bad for the liver.



Pharmacies mixed cacao with medical products for the beneficial effects, especially for the taste.



The Menier Company of Paris was first founded in 1816 as a pharmaceutical manufacturer.



Stationery (France) with advertisement; Chocolat Menier

Production of chocolate was very limited, and its primary use here was as a medicinal powder, and for coating bitter-tasting pills; it was only one part of the pharmaceutical business.

Generally, dark chocolate and its major component, cacao, offer the several benefits: energy, lowers cholesterol and fights free radicals. The stimulating effects of purification could help prevent strokes, increases brain activity, and many more. There's no recommendation on what the dosage should be.

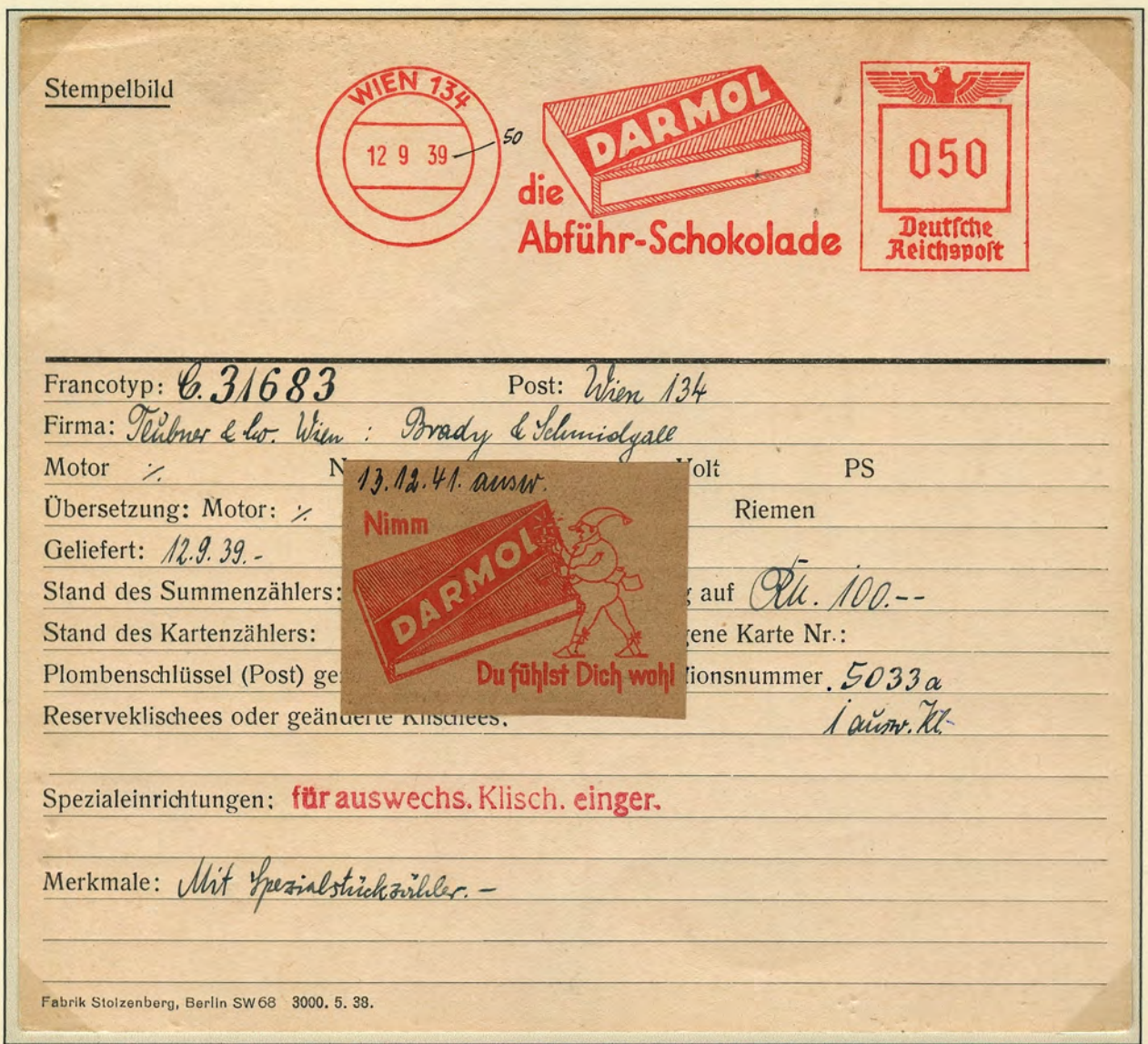


Stationery (Hungary) advertisement; Dreher-Maule chocolate and Bayer Purgo, refers to purification of the body.



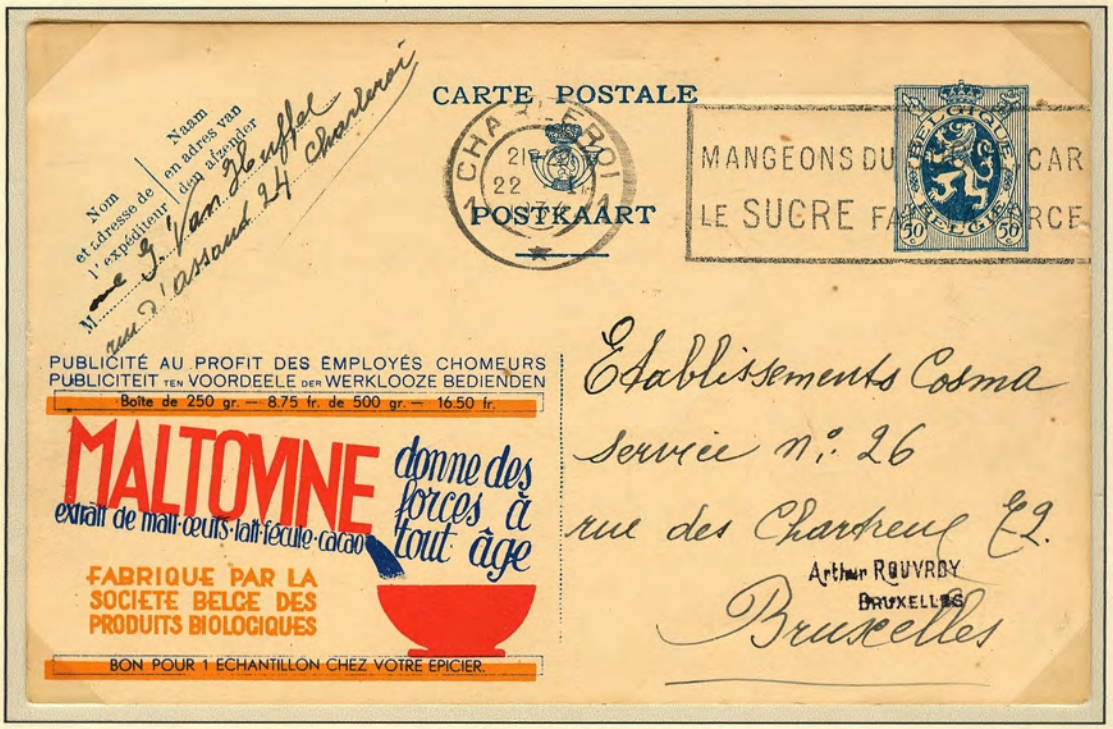
Postage stamp 10pf necessity money for Bremen (Germany): advertising Meho laxative chocolate

Unfortunately, some sugar substitutes in 'sugar-free' chocolate (such as sorbitol or mannitol), may cause a laxative effect, as these elements attract water. The intensity depends on differences between each person's digestive tract, and the amount consumed.



A Francotyp company specimen card (12.09.39): publicity for **DARMOL laxative** chocolate, based in Vienna (Austria – occupied by Germany). This type of card records registration date and number, change of publicity by requestor, sample strike of the meter mark, etc...

Due to the high concentration of calories in a relatively small volume and the positive relationship between sugars and fats, chocolate is an important source of direct energy.



This is why cacao is extremely popular with athletes, students and anyone who wants to restore their energy quickly after heavy physical or mental efforts.



Advertising envelope stamped on demand (Switzerland): Ovolmaltine; “strengthen you too”





▲ *A rescue mission for British sailor Bullimore during Vendee Globe race, found after 4 days his only food was a bar of chocolate.*

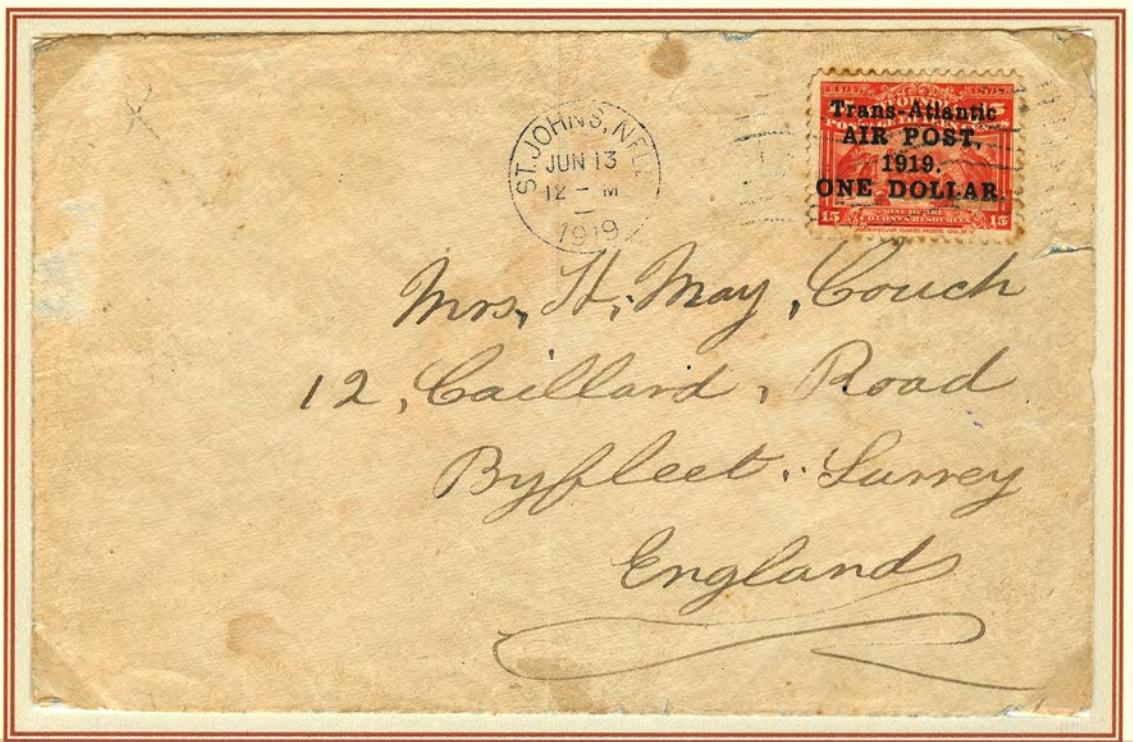


Well known as a 'complete food' whether used as a drink on the Fram, or solid bars (Sir Edmund Hillary, first to climb Mt Everest) and taken on many other expeditions, even under extreme conditions. Compact, full of energy, easily eaten compared to foods too bulky to carry.



meterstamp (Great Britain) Universal „Multi Value" EIIR

Captain John W. Alcock said "it was our chief solid food on the journey" after their epic non-stop flight across the Atlantic of over 16 hours, from Newfoundland to Ireland on 14-15 June 1919.

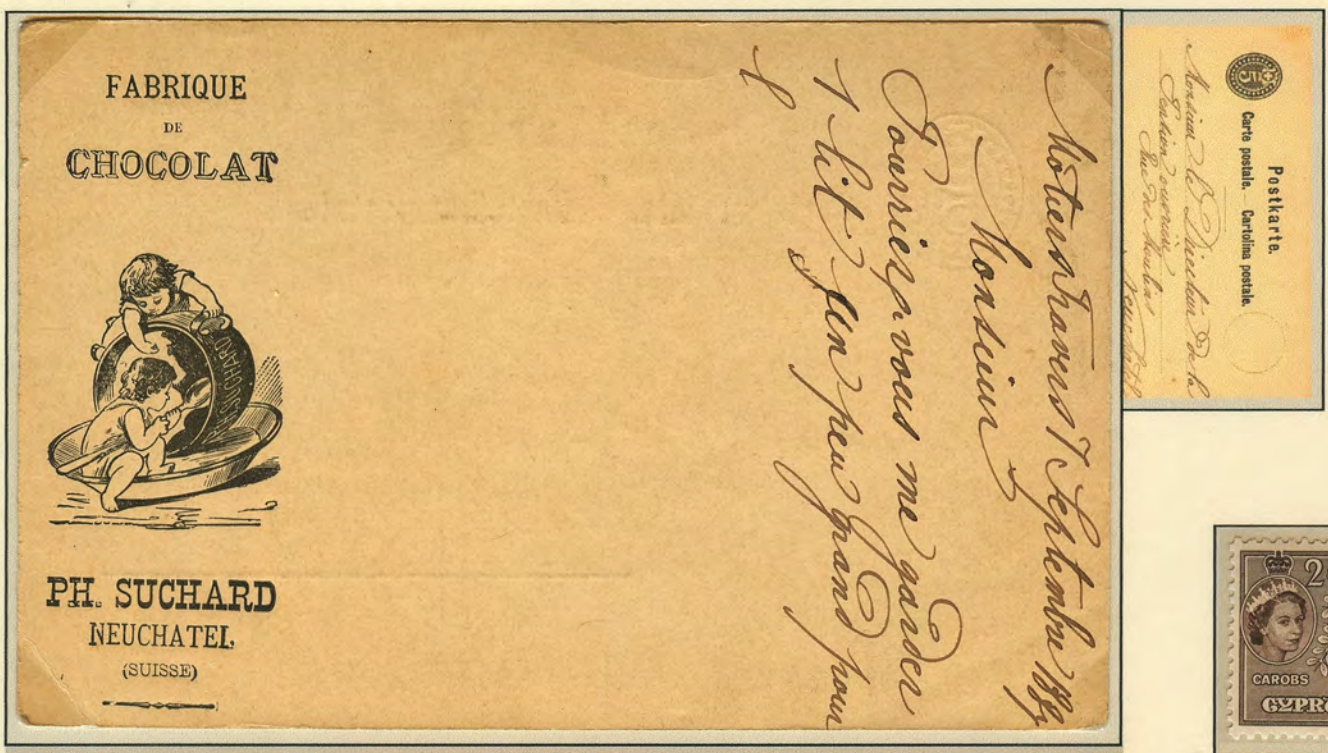


Cover from St. Johns Newfoundland (Canada) (13 Jun 1919) to Byfleet Sussey (England) carried by the first non-stop Trans-Atlantic flight flew by Cpt. J. Alcock and Lt. A. Brown, and carrying approx. 197 letters (*much less are known*), franked with the special $1 on 15c stamp overprinted by "Trans-Atlantic/AIR POST./1919/ONE DOLLAR".

5.2 A booster for the mind and body

chocoholic?

Are you a chocoholic? Everyone likes a sweet treat once in a while. But if you can't get through the day without a 'chocolate fix', it's possible that you may have a problem.



Private stationery (Switzerland) with advertisement of Suchard; these post cards were sold at reduced tariff in post offices. Children acting addicted to chocolate, scraping the pot out



Carob trees are cultivated in the Mediterranean region for its beans. Dried they are often ground to carob powder, an alternative for people allergic to cocoa.

Some researchers believe the release of the endorphins theobromine and caffeine, by consuming chocolate, creates a physical dependency to obtain a 'high-feeling' again and again, thereby suggesting it is possible to be addicted to chocolate, like alcohol or smoking. Unfortunately some people are allergic to those endorphins, an alternative for that is carob powder, tasts like chocolate.



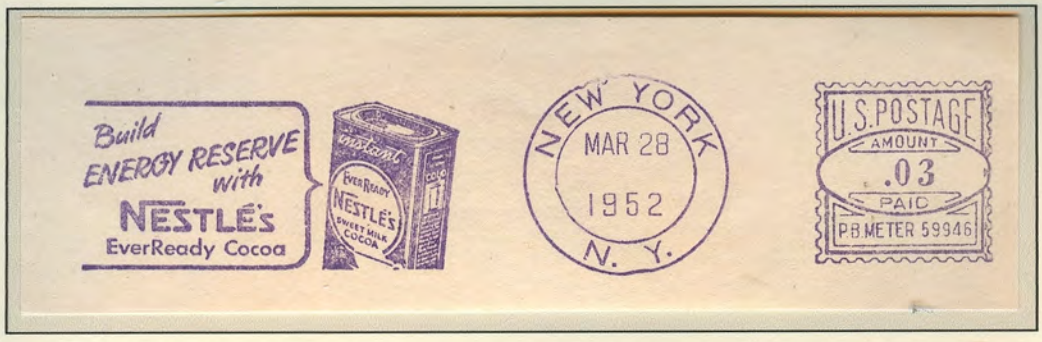
Postal discharge with publicity (Hungary) of chocolate; 'sweets'



Eat sweets instead of smoking.

When endorphins are released into the brain, giving credence to the claim that chocolate is a comfort food, the endorphins work to lessen pain and decrease stress. Another common neurotransmitter affected by chocolate is serotonin, known as an anti-depressant.







One of the more unique neurotransmitters released by chocolate is phenylethylamine, the so called “love drug” or "chocolate amphetamine". This causes changes in blood pressure and blood-sugar levels leading to feelings of excitement and alertness, increases mood, and decreases depression.



Publibel (Belgium) French text; “It’s not a secret but I give every day a cup of Cacao Kwatta to my children, what make them strong, vigorous and resplendent health”





What is the mystery of chocolate? Why do we enjoy receiving chocolate as a gift? Obviously eating and tasting it due to the feel-good effects, but the enjoyment of giving, opening, seeing, smelling it - a lot of enjoyment, easily repeated.

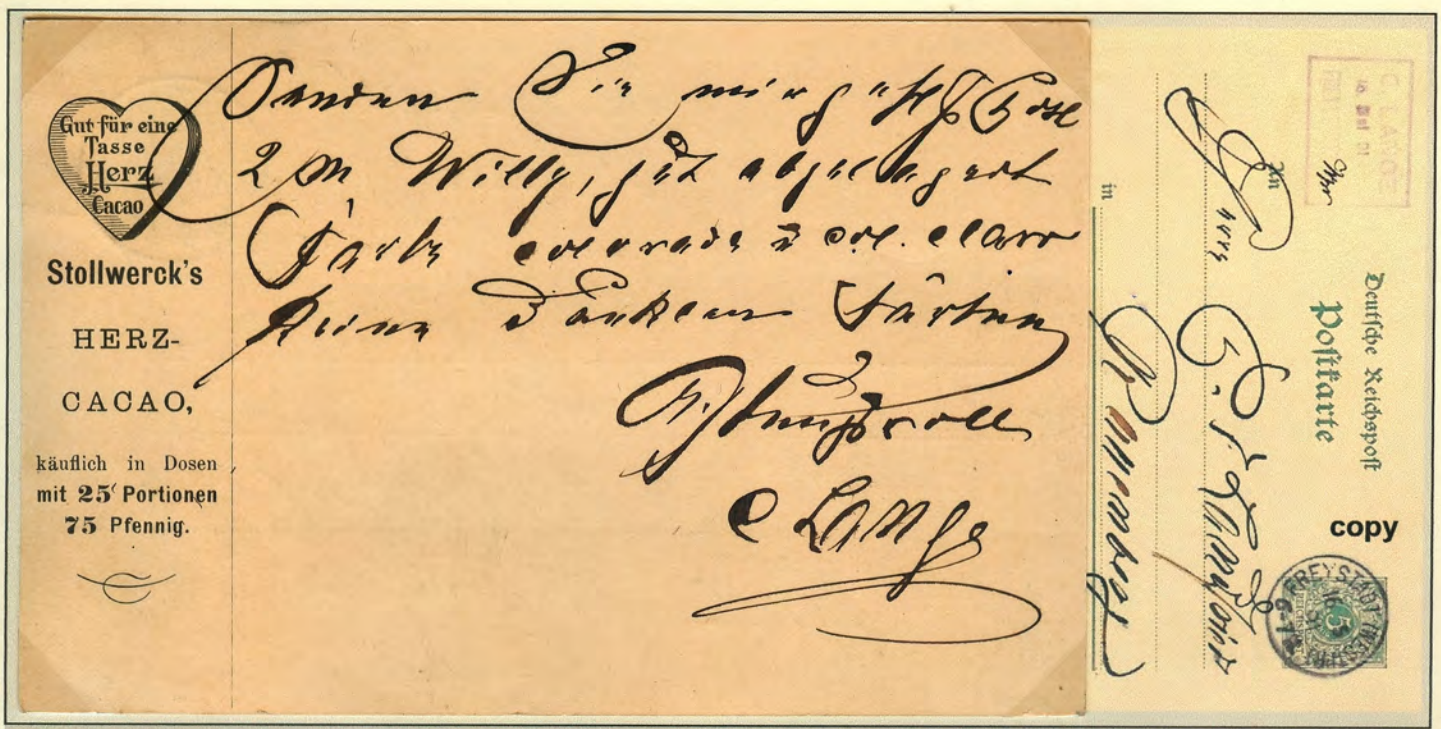


Giving and receiving ▶





Yes, the feel-good effect is only for a short period, but studies show that eating it regularly could cut the risk of heart disease and strokes by about one-third.

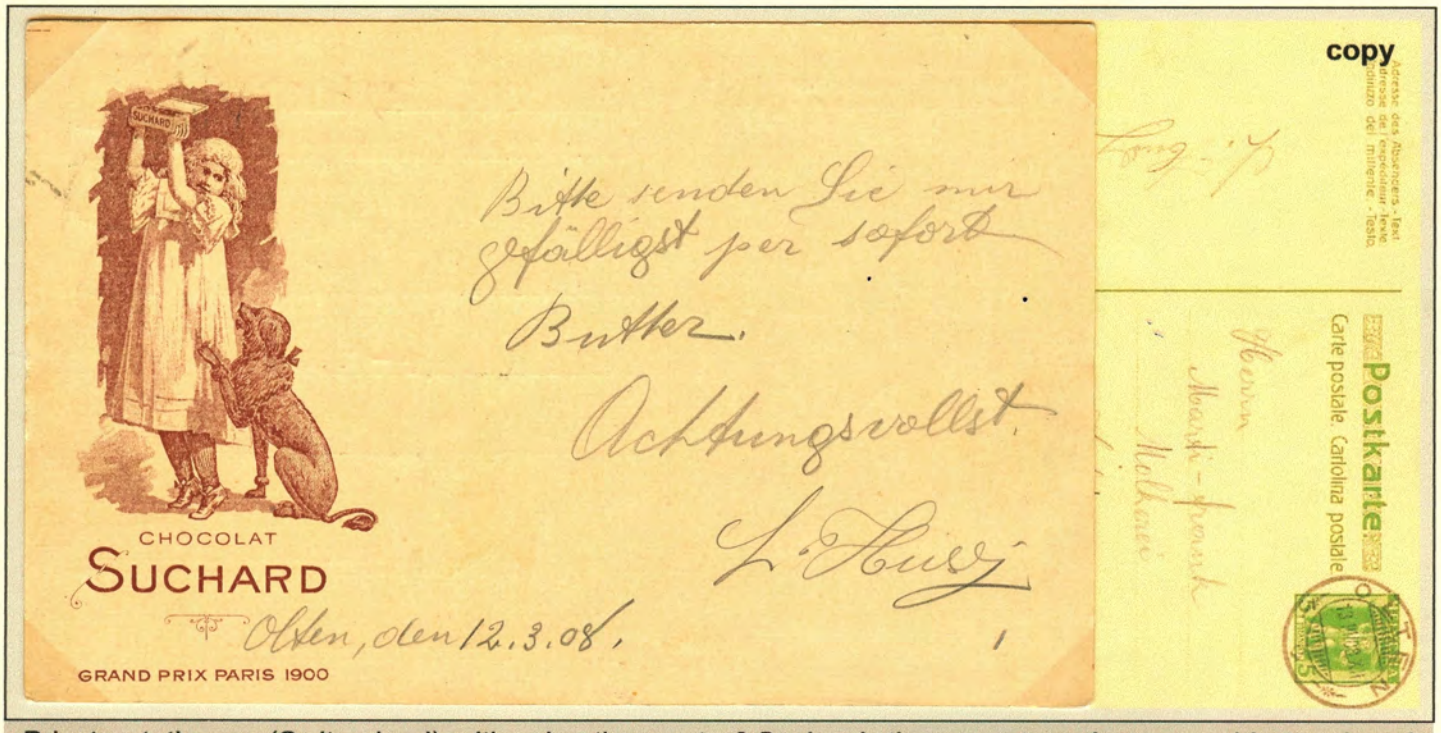


Private stationery (Germany) advertising Stollwerck's Herz cacao



Red October factory chocolate sweet called Misha Kosolapy (Мишка Косолапый) was named after a brown bear and inspired by a painting of bears by the 19th-Century artist Ivan Shishkin.

It is the Theobromine in **ALL** types of chocolate that can kill your pets, and many other animals, even bears. Deadly for all animals in large amounts, the darker or sweeter chocolate more so, as many animals can taste sweetness, and can be attracted to eat more if it is available.



Private stationery (Switzerland) with advertisement of Suchard; these post cards were sold at reduced tariff in post offices; child keeps box of chocolate away from a dog

5.3 The enjoyment of chocolate

... during army time

Away from the frontline there was scope for men to improve their diet. Soldiers could receive food parcels from home with cakes, chocolate and other goodies.



The Princess Mary Christmas gift box contained chocolate intended for the British Empire Armed forces on Christmas day 1914 ▶



Field post (Switzerland) 1922: post cards specially printed for soldiers in service to be sent without postage stamp. Soldiers having Christmas night together with hot cacao and coffee

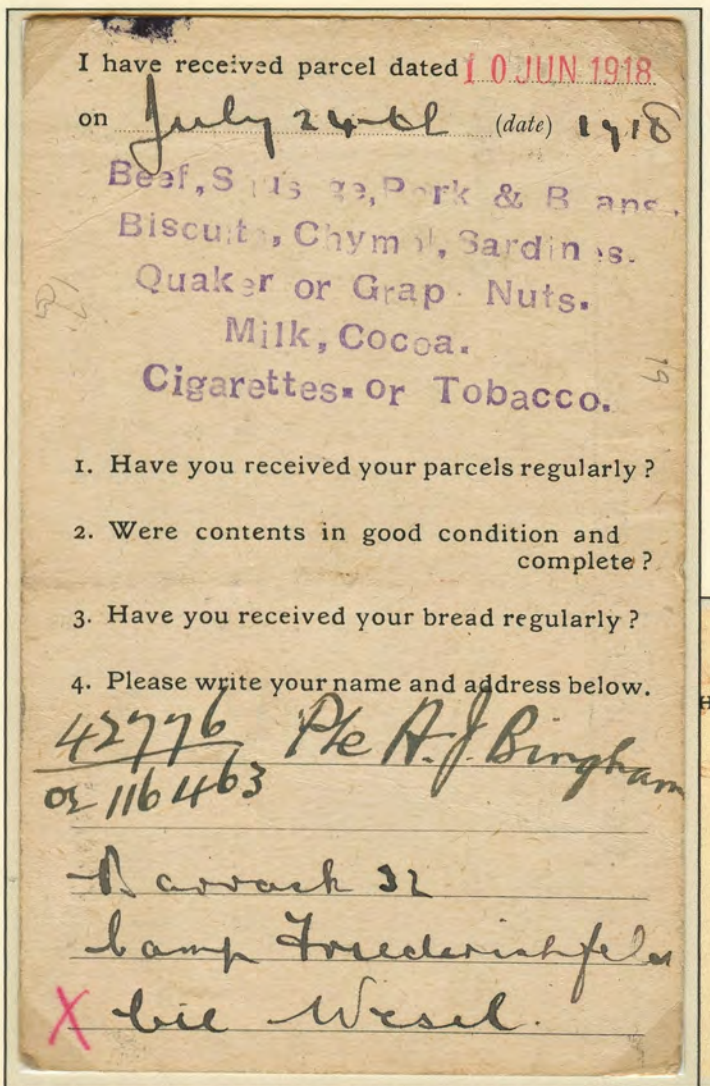
That little piece of 'something special' bought a moment of comfort, normalcy and a few seconds to forget the awfulness of their trenches, and the brutality of war.



Field post (France) issued during WW I with Poulain advertisement (translation): "If you want to do me a favor send me a big provision of chocolate Poulain "



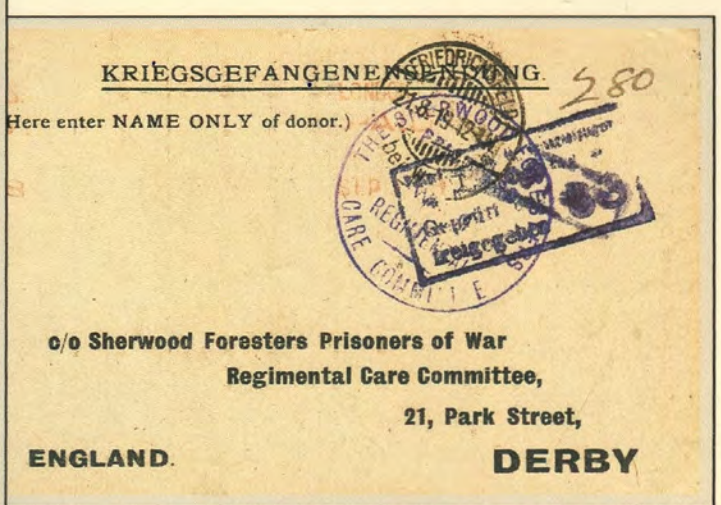
Hungarian-Austrian free franking field post sent 3 January 1917: Red Cross delivery of goods: like cacao in a pot.



In both world wars prisoners received Red Cross parcels as well as from home, to help them in difficult times when there was lack of food. They were able to exchange coffee, tea and chocolate for white bread, eggs and cakes, so their life was a bit easier and they could survive.

During the Berlin Airlift in 1949 children cheered at "the chocolate flyers" (planes) that dropped over 150.000 gum chocolate and candy bars, they attached to hand-made' miniature parachutes from handkerchiefs. ▶





British prisoner of war free franking card (24 July 1918 sent from Friedrichsfeld - Germany to Derby - England) to inform reception of a package with goods like chocolate (cocoa)





2 boys enjoying chocolate for the first time

During WW2, most soldiers received chocolate candy bars as part of their rations, and were very generous in sharing those valued possessions with their foreign military allies or with hungry new-made friends.

After WW2 during the occupation soldiers in service still enjoyed chocolate in packages sent from home.

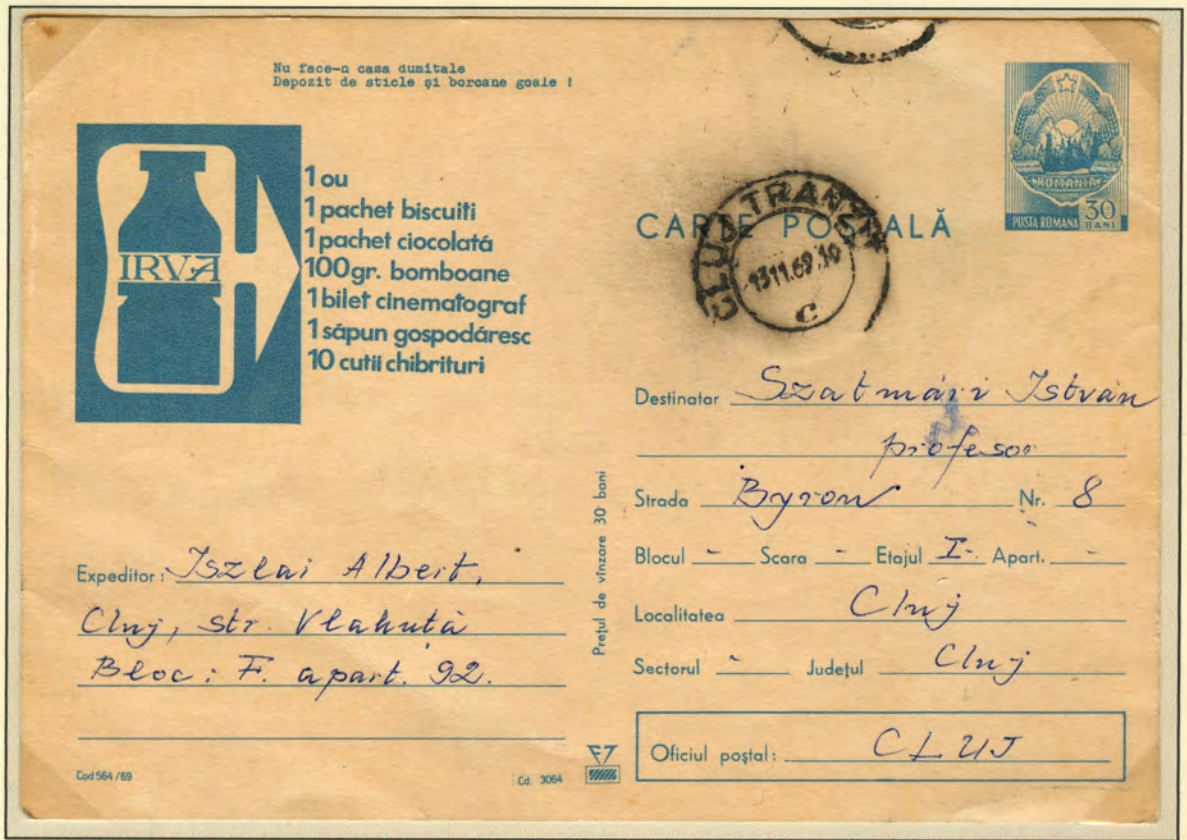


Military parcel document (Belgium): package delivery via railway with chocolate send to a soldier in service



Authorization export 2 x 2 kg (Dakar, Senegal) April 1947; export 2.7kg Chocolate

During WW2 France was split, and restrictions were placed on foods like cacao, so they applied for resources in their colonies and possessions, but as from June 1941 the sending of family postal parcels was restricted by the Vichy regime. Restrictions carried on after the war, until1950.



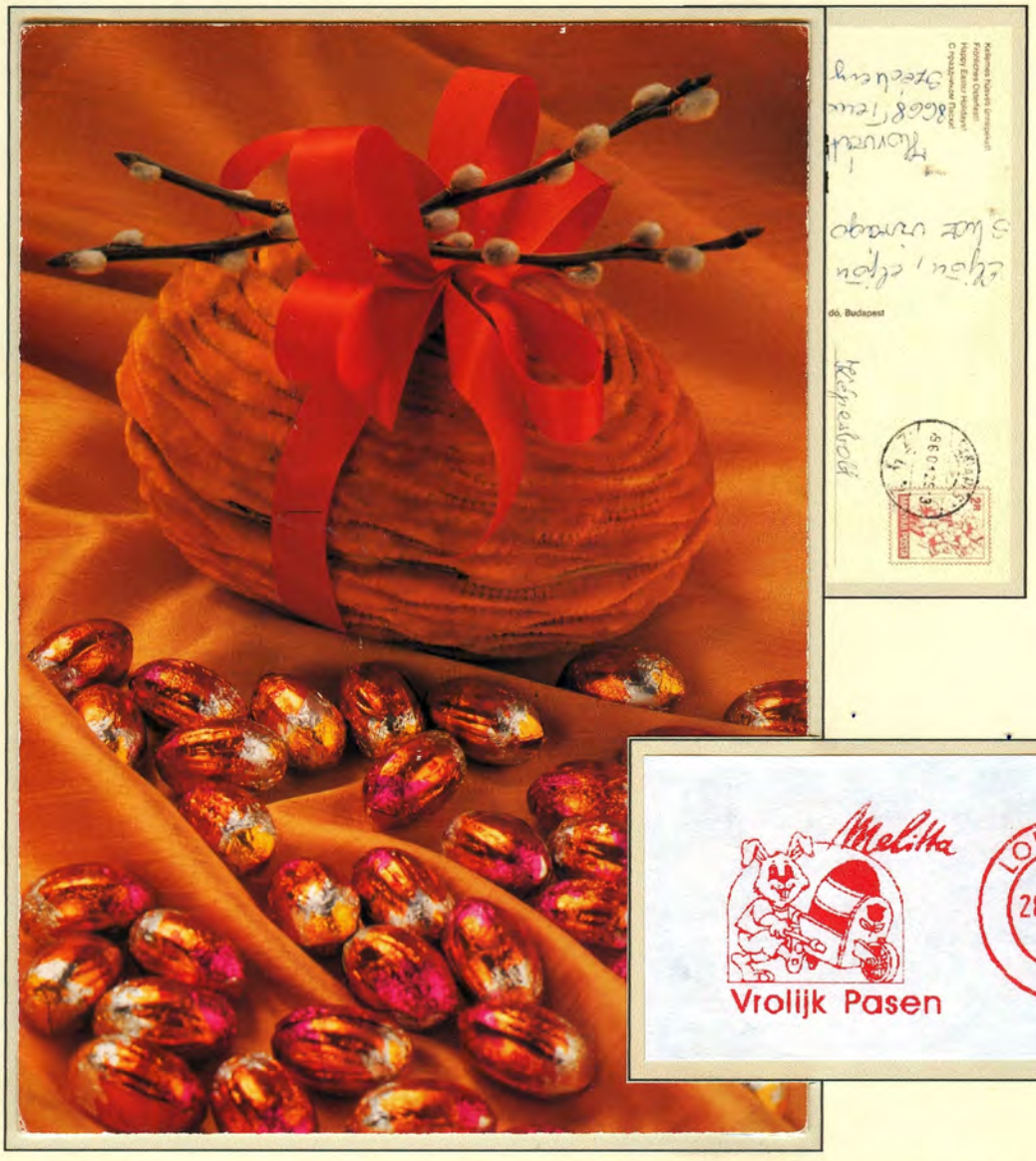
IRVA (Romania recycling agency): Glass and bottles in exchange for **either** 1 egg, 1 packet of biscuits, 100gr butter, ***1 chocolate bar***, 1 cinema ticket, 1 piece of soap, or 10 boxes of matches

Romanians were encouraged to recycle glass for a piece of chocolate in return.



Booklet (France) Serie 98, 30c blue overprint **SPECIMEN**, advert Jacquin for baptising chocolate candy

One time-honored tradition was to present each guest with a tiny white bonbonnière (a favor), upon which the baby's name was traced. The boxes contain chocolates or almonds covered with a layer of colorful smooth sugar, known as “dragées de baptême”.





Easter in Argentina



Easter is worldwide a top period for consuming chocolate. Imagine these traditions without gifts in foil-wrapped molded chocolate rabbits, eggs or other funny figures?





The same can be said about Santa Claus and Christmas.

Santa Claus

The most popular traditional dessert served near Christmas, especially in Western Europe, is a sponge cake in the form of a sweet roulade and then decorated with a lot of chocolate.







Postogram (Belgium) serie 91/J9 for youth: Comic Kiekeboe starting the chocolate log



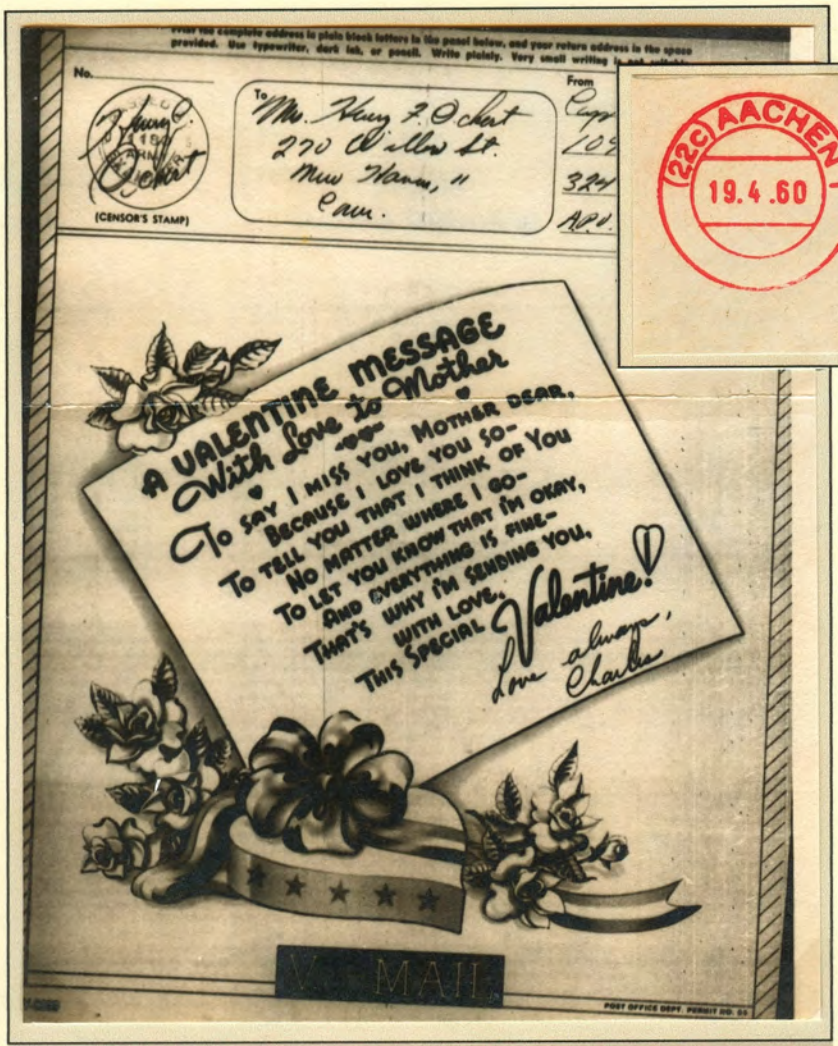


Brighten up someone's day with a box of chocolates as a gift

Looking for an original gift? Are you out of ideas? Think chocolate. Whatever the occasion, chocolate is always a nice surprise. Whoever gets it, the gourmet treat will always bring pleasure to everyone.



Telegram (Portugal) 1948 : chocolates as a gift



V-mail (USA) written on Valentine Day 14.02.1945, printed and sent on 19.02.1945: Box of chocolates



Motherday

A surprise gift for your dear mom?



Or a present for Valentine Day making it more personal. Of course they will love it.

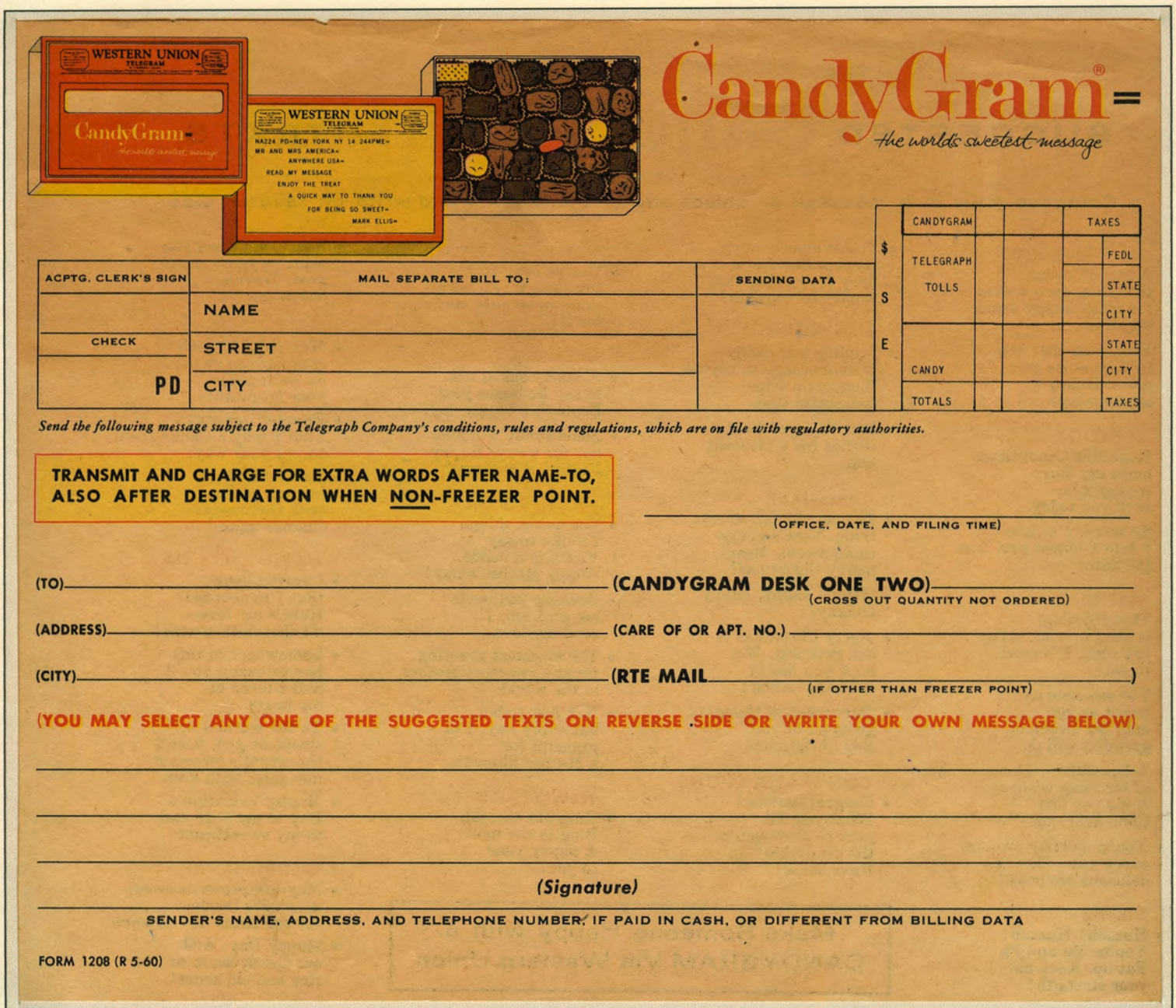


China Lottery stationery (China): pralines nicely presented as a gift





If we give quality chocolate or even eat it together, it creates links between people on many levels, providing a valuable cultural, social and even spiritual awareness. There is virtually no country in the Western world where chocolate is not a part of the culinary culture.



Western Union (USA) introduced CandyGram in 1960; a box of chocolates accompanying a telegram

These are experiences of enthusiasts around the world, united in expressions of joy with 'the food of the Gods'.