

Presentation of Chocolate

This presentation is about the development of chocolate industry and its spread. The story starts with introduction of the Mesoamerican people and cocoa beans. Then it tells about the first connection of the Europeans with chocolate and its spread throughout Europe. Going further we find out where the first chocolate house was opened and how chocolate transformed from a beverage into a solid bar.

Then we note the changes which happened in chocolate industry in the 19th – 20th century and tell about modern chocolate industry.

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The Mesoamerican people and cocoa beans

Europe meets chocolate

The spread of the sweet product

The first chocolate house

From drinking to eating

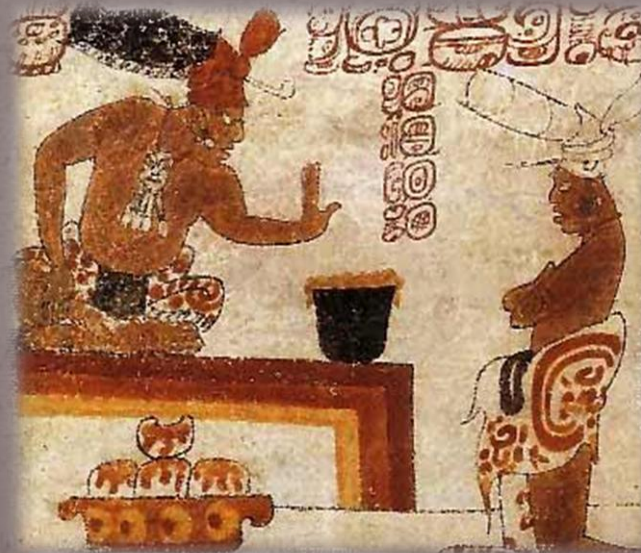
Changes in the chocolate industry in the

19th – 20th century

Chocolate industry today

The Mesoamerican people and cocoa beans

- The history of chocolate goes back to early Mesoamerican civilizations.
- Mexico, Central and South America are considered as the motherland of cocoa plantings.
- The Olmec Indians* were cultivating cocoa beans as early as 1500 BC.
- Then the Aztecs and Mayans adopted cocoa into their culture and developed a beverage known as *xocolātl*, which meant "bitter water".



Europe meets chocolate

The first man who thought of making benefits of chocolate was a Spanish conquistador Hernando Cortes. He was obsessed with the idea of growing cocoa beans for using them as a currency. Hernando also introduced the chocolate drink to the Spanish court when he brought the first cocoa beans to Europe in 1528. Moreover, he also brought the equipment for preparing that drink .



The spread of the sweet product

In the same 16th century the first consignment of cocoa beans was delivered to Europe.

That was a delivery of chocolate from Veracruz to Spanish town Sevilla. In a century it spread throughout Europe and became very popular. Though growing of cocoa beans was a common business, only royal families could afford to drink chocolate.

The Europeans consumed it as a beverage, but added sugar to break the natural bitterness of chocolate. interestingly enough, they also added vanilla, cinnamon and other spices to their drinks.



The first chocolate house



In 1657 a Frenchman opened the first chocolate house in London. Thereby he advertised the chocolate drinks in England. Chocolate cost 6 to 8 shillings per pound and was a drink for the rich only. In 1693 an Italian immigrant Frances White opened the most famous White's Chocolate House in a fashionable city district.

Back then, the chocolate beverage was made from blocks of solid cocoa, so people had an opportunity to buy pressed cakes and make the drink at home.

From drinking to eating

A remarkable event in the development of chocolate was when in 1828 a Dutchman Coenraad Johannes van Houten contrived a hydraulic press. The inventor had an intention to make the quality of liquid chocolate better - and he did - but there was a side effect since chocolate became much more solid than it was earlier. There was a huge amount of cocoa butter left by press, so later the cocoa butter became the basis for a chocolate bar.



Changes in the chocolate industry in the 19th – 20th century



There were no changes in the chocolate-making process for hundreds of years. But the Industrial Revolution brought a lot of alterations to the industry. Mass production of delicious chocolate bars was started. With the beginning of Industrial Revolution all mechanical mills which were used for squeezing out cocoa butter, passed away and advanced machines were introduced. People began consuming chocolate worldwide.

Chocolate industry today

Now chocolate industry produces chocolate bars of all kinds and sizes, in all flavors (white, milk, dark), with nuts, raisins, almond, and with different types of filling. Chocolate can be added to pies, cookies and cakes. Cooks make amazing things with chocolate: you can find chocolate fountains, chocolate fondue, etc. Chocolate is even used in medical sphere and cosmetology and apparently it has become an integral part of our life!

