

First

The News

*and a little
chocolately background*



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Kraft 'acted irresponsibly' in Cadbury takeover

US food giant Kraft has been criticised by MPs over the way it handled its takeover of UK chocolate maker Cadbury.

Kraft acted both "irresponsibly and unwisely", a report by the business committee said.

The report follows a hearing last month in which Kraft apologised for pledging to keep open Cadbury's Somerdale plant in Keynsham, which is now being closed.

Meanwhile, the Unite union has urged Kraft chief executive Irene Rosenfeld to meet Cadbury workers face-to-face.

Reputation 'damaged'

The MPs' report said: "We conclude that Kraft acted both irresponsibly



Kraft's takeover of Cadbury has been controversial

CADBURY TAKEOVER BATTLE

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Cargill shows confidence in chocolate with €16m investment

By Jess Halliday, 29-May-2009

Related topics: [Financial & Industry](#)

Cargill has officially opened a new plant for chocolate fillings and coatings in The Netherlands, as part of a wider plan to grow its cocoa and chocolate operations.

The company has previously had a coatings factory in Deventer, The Netherlands, but the €16m investment doubles its capacity for coatings used by the bakery, biscuit, cereal, ice-cream and confectionery industries. It can also now produce

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Cargill heir jolts Minnesota charity landscape with \$2.1 billion

Margaret Cargill's philanthropic dream is coming true and creating a big new player in Minnesota philanthropy. But don't try to apply for a grant: It's invitation-only.

By **JEAN HOPFENSBERGER**, Star Tribune
Last update: April 18, 2010 - 6:24 AM

A Cargill heiress' massive fortune is about to change the face of Minnesota philanthropy.

In her lifetime, Margaret Cargill was one of America's richest women, quietly donating more than \$200 million to the arts, the environment and other causes.

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Chocolate

(including cocoa)

Chocolate \Choc"o*late\, noun.
[Spanish expression, from the Mexican name of the cacao.
Compare to Cacao, Cocoa.] --
Webster's Online Dictionary



Aztec statuary of a male figure holding a cacao pod

Wikipedia



Scientists believe the first cacao beverages were sipped from vessels like this one, which was found in northern Honduras.

New analyses of similar pottery fragments suggest people have been enjoying chocolate for more than 3,000 years—about 500 years earlier than previously believed



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Chocolate Origins Traced to Beer Makers 3,000 Years Ago

Willie Drye
for [National Geographic News](#)
November 12, 2007

People have been enjoying chocolate for more than 3,000 years—about 500 years earlier than previously believed, according to a new study.

Researchers also think that chocolate was discovered by accident—when Central American Indians making beer from the pulp of cacao seedpods found a new use for a byproduct of that process.



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The new findings about chocolate's origins were gleaned from traces of cacao found on pottery fragments dating from about 1100 B.C. to 800 B.C.

The fragments were uncovered between 1995 and 2000 at archaeological excavations near Puerto Escondido in [Honduras](#).

From Beer to Chocolate



Puerto Escondido



1100 – 800 B.C.

First Chocoholics in U.S. Found in New Mexico?

Brian Handwerk
for [National Geographic News](#)
February 2, 2009

Chocolate lovers are a dedicated bunch.

Hershey's sales and profits rose even in the brutal final quarter of 2008, and a thousand years ago ancient Americans may have walked hundreds of miles to procure the bittersweet stuff, a new study suggests.



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Chemical residues found on pottery jar shards reveal that the practice of drinking chocolate had spread at least as far north as Chaco Canyon ([map](#)) in northern [New Mexico](#) by A.D. 1000 to 1125—400 years earlier than chocolate was thought to have reached what is now the United States.

The discovery suggests a vast trade network helped deliver chocolate from [Central America](#), where the seeds of the cacao tree were first transformed into beverages some 3,000 years ago.

**Albuquerque,
New Mexico**



A.D. 1000. – 1125

**Puerto Escondido,
Honduras**



1100 – 800 B.C.





**Albuquerque,
New Mexico**



A.D. 1000. – 1125



**Puerto Escondido,
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1100 – 800 B.C.



Albuquerque,
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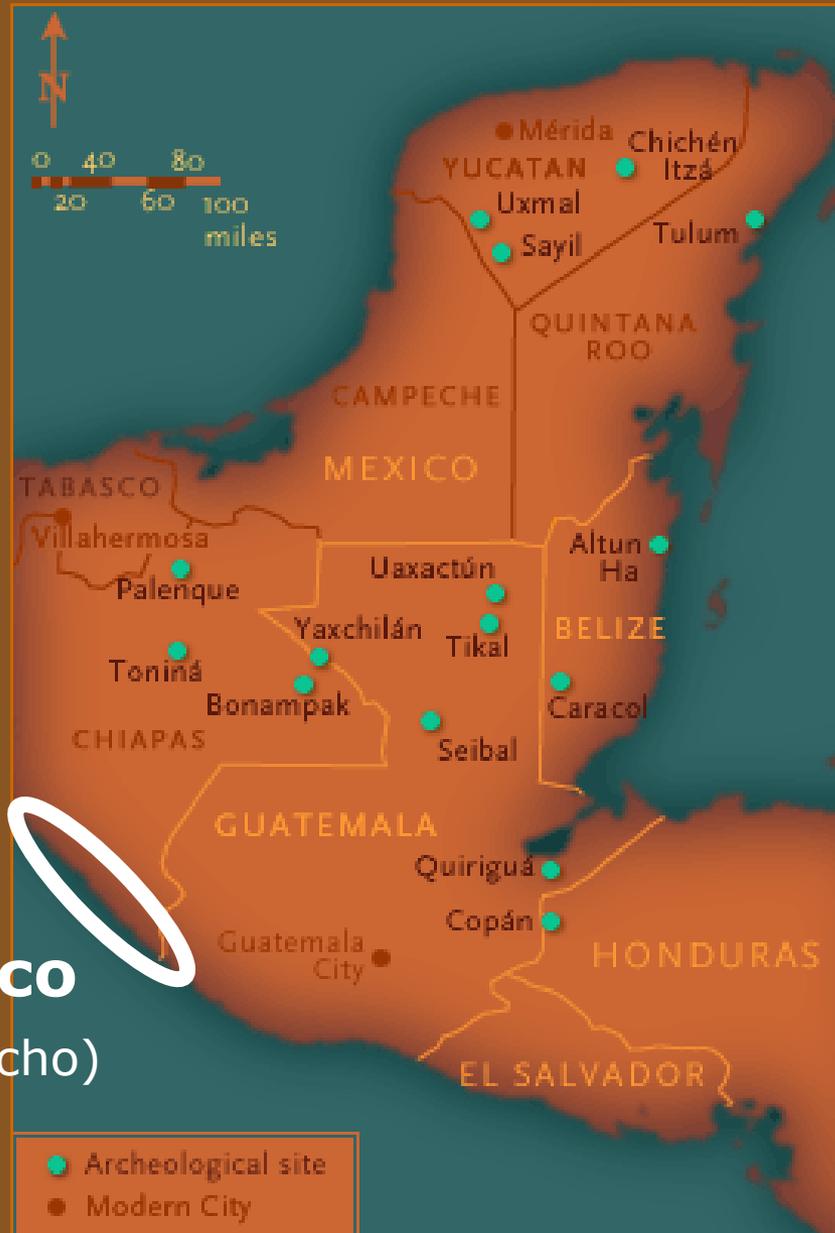


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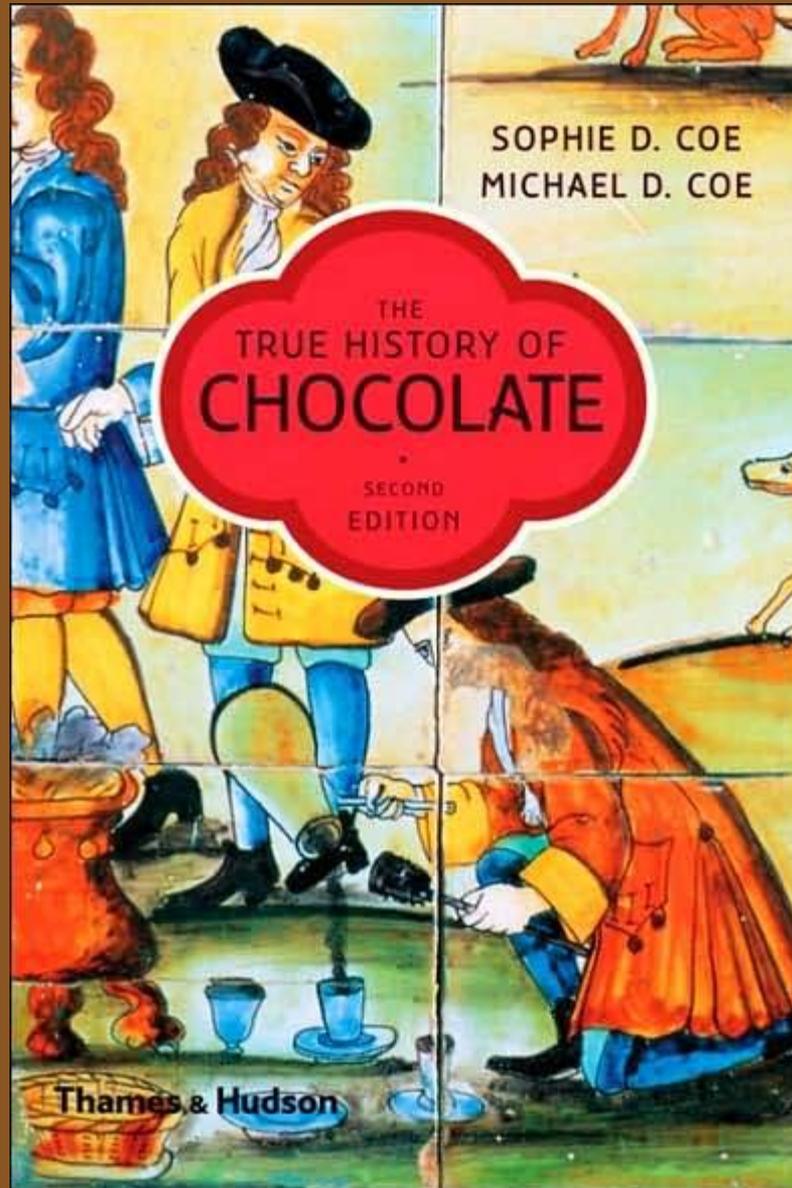


Puerto Escondido,
Honduras





Soconusco
(Xoconocho)



SOPHIE D. COE
MICHAEL D. COE

THE
TRUE HISTORY OF
CHOCOLATE

•
SECOND
EDITION

Thames & Hudson

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Cadbury Dairy Milk goes Fairtrade

The UK's best-selling chocolate bar is set to become Fairtrade certified, increasing the amount of Fairtrade cocoa sourced from West Africa.

Cadbury's Dairy Milk will make the move - tripling the amount of Fairtrade cocoa sourced from Ghana to about 15,000 tonnes a year - in the summer.

The total annual cocoa production of Ghana is more than 600,000 tonnes.



Cadbury is investing £45m over 10 years in sustainable cocoa

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Page last updated at 00:32 GMT, Thursday, 12 March 2009

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'Chocolate tax' to tackle obesity



A Scottish doctor calls for a tax on chocolate in a bid to tackle obesity'

A Scottish GP has called for chocolate to be taxed in the same way as alcohol and cigarettes to tackle increasing levels of obesity and type 2 diabetes.

Page last updated at 15:17 GMT, Thursday, 12 March 2009

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GPs vote against 'chocolate tax'



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Page last updated at 06:28 GMT, Monday, 28 April 2008 07:28 UK

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Chocolate 'may cut diabetes risk'

Scientists are to investigate whether eating chocolate can reduce the risk of heart disease in women with diabetes.

Volunteers - postmenopausal women with type 2 diabetes - will be asked to eat a bar of chocolate a day for a year.

Cocoa is rich in compounds called flavonoids, which are thought to benefit the heart.

The University of East Anglia is using a specially formulated form of chocolate which contains more flavonoids than usual.



The key ingredient is flavonoids

Page last updated at 17:39 GMT, Thursday, 12 March 2009

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'Savour the real chocolate flavour'

A Scottish GP has called for a tax on products containing chocolate to help fight rising obesity levels in the UK.

ADVERTISEMENT

The BBC News website's Laura Pettigrew has been speaking to one chocolate shop owner, and self-confessed chocolate lover, who is strongly opposed to the idea.

"Good chocolate is fine in moderation", said Marion Dougan.

She is the owner of Cacao chocolate shop in Milngavie, near Glasgow.

She set up the business two years ago after moving back to Scotland from the continent.

"I used to live in Italy and I saw shop chocolate shops doing really well there," she said. "But they were not selling the confectionary and sweeties that we in the UK call 'chocolate' they were selling



Marion sells chocolates and truffles in her shop near Glasgow

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She set up the business two years ago after moving back to Scotland from the continent.



Marion sells chocolates and truffles in her shop near Glasgow

"I used to live in Italy and I saw shop chocolate shops doing really well there," she said. "But they were not selling the confectionary and sweets that we in the UK call 'chocolate' they were selling good quality stuff.

"Good quality chocolate is fantastic. It has real flavour, it melts in the mouth, and the taste of just one small square will linger for ages afterwards.

She added: "When I hear Dr Walker talking about the "empty calories" in chocolate I have to disagree. If you eat proper chocolate and really savour the flavour then a small amount goes a long way and does satisfy you."

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FDF defends industry against fat tax for chocolate

By Sarah Hills, 12-Mar-2009

Related topics: [Legislation](#), [Chocolate and confectionery ingredients](#)

As the prospect of a fat tax on unhealthy food is raised once more, the Food and Drink Federation (FDF) has spoken out on behalf of the industry against calls for a tax on chocolate.

Scottish GP, food scientist and nutritionist, Dr David Walker has spoken out to say [chocolate](#) should be taxed in the same way as alcohol and cigarettes as it was a "major player" in the increasing levels of obesity and type 2 diabetes.

He plans to put his proposals to the British Medical Association (BMA) at a conference in Clydebank.

But Julian Hunt, [FDF](#) director of communications, said that introducing regressive taxes would only result in lighter wallets, not smaller waists, particularly because VAT is already paid on all chocolate purchases in the UK.

The
European Union
“Chocolate Wars”

1973-2003

a run-up to

Scaling



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Thirty Years' War

From Wikipedia, the free encyclopedia

(Redirected from [Thirty years war](#))

The **Thirty Years' War** was fought between 1618 and 1648, principally on the territory of today's [Germany](#), and involved most of the major [European powers](#).^[2] Beginning as a religious conflict between [Protestants](#) and [Catholics](#) in the [Holy Roman Empire](#), it gradually developed into a general war involving much of Europe, for reasons not necessarily related to religion.^[3] The war marked the culmination of the [France-Habsburg rivalry](#) for pre-eminence in Europe, which led to further [wars](#) between [France](#) and the [Habsburg](#) powers

Thirty Years' War



Map of Europe in 1648, after the Peace of Westphalia. Small German states within the [Holy Roman Empire](#) are shown in grey.

Date 1618 – 1648

Location [Europe](#) (primarily

**The real “Thirty Years’ War”
was fought in London and Europe
but it ended in
2003
Not in 1648 . . .
or did it ?**

**Thursday, 16 January 2003,
the Chocolate War
officially ends . . .**

Chocolate war over after 30 years

Andrew Osborn in Brussels
The Guardian, Friday January 17 2003
[Article history](#)

Europe's 30-year chocolate wars came to an abrupt end yesterday with a ruling from the EU's highest court ordering Italy and Spain to lift a "disproportionate" ban on the sale of British chocolate.

Despite the fact that purist chocolate-loving nations such as France and Belgium agreed to accept what they regard as impure British chocolate two years ago, Spain and Italy have steadfastly refused to allow British chocolate to even be called chocolate



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had dragged on for far too long.

The chocolate wars began on the first day that Britain joined the EU in 1973, along with Denmark and Ireland. All three won



Cadbury's ~~is~~ was British

domestic and imported chocolate.

In 2000 a deal was struck. British-style milk chocolate (which contains 20% milk) was cleared for export to the eight, provided it was labelled "family milk chocolate".



2008

**The Confection War
may be flaring up again . . .**

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Buffett brokers Mars' \$23bn Wrigley swoop

Simon English, Evening Standard
28 April 2008, 4:50pm

Warren Buffett put together a dream sweetshop, orchestrating a \$23bn (£11.5bn) takeover by Mars of the chewing gum giant Wrigley.

The deal brokered by the world's richest man and America's iconic investment guru will have profound implications for **Cadbury**, with speculation immediately reigniting that the UK-based chocolate group will make an offer for US rival Hershey.

The intensely secretive, privately held Mars Inc is putting up \$11bn for the deal, in which Buffett's investment group Berkshire Hathaway is providing further finance of \$4.4bn, as well as buying a \$2.1bn stake in Wrigley once the deal is done. The rest of the cash, around \$5.7bn, is being lent by the investment bank Goldman Sachs.

The offer price of \$80 a share for Wm Wrigley Jr Co is at a 28% premium to Friday's closing price.



Chewing it over: Warren Buffett

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29/04/2008

Wrigley's plus Buffett could mean trouble for Cadbury's

(GenevaLunch) - Cadbury, which is in the process of moving its European head office to Rolle, Vaud, will have more than moving vans to deal with in the near future with world business headlines focusing on Mars teaming up with Warren Buffett to buy Wrigley's.



Images: Cadbury's Trident and Wrigley's Doublement, two leading brands.

The deal, worth \$23 billion, brings together two of the largest US family businesses. Wrigley's name was made by

its chewing gum and Cadbury has recently invested heavily in Trident, its chewing gum brand, to gain a larger share of the UK market, reports the *Guardian*. The *Times* in London notes that Wrigley plus Mars will be the world's largest sweets/candy maker, with 14% of the global market, compared to Cadbury's 10%. "Gum has been an important driver of growth" for Cadbury's since 2003, writes the *Times*.

2000
The Chocolate War
“ends” early . . .

UK: Euro chocolate war ends

This article is locked. You need to be a Registered User of just-food to view this article.

Summary: One of Europe's longest-running trade disputes is officially over. European Union ministers have accepted a definition of chocolate - which will allow the sale of British and Scandinavian varieties across the continent. A European Commission spokesman said the new rules would give consumers and producers greater choice. This was a dispute that lasted a quarter of a century and was as much about national pride as about ingredients and recipes.

[Read the complete article...](#)

Date: **26 May 2000**

Source: **just-food.com**

2003

**The Chocolate War
ends again . . .**

**. . . well, actually,
the “battle” ends . . .**

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Britain wins EU chocolate battle

Thursday, January 16, 2003 Posted: 8:32 AM EST (1332 GMT)

LUXEMBOURG -- British confectioners have won a "sweet victory" in a European court, ending a 30-year battle over what constitutes chocolate.

Spain and Italy have restricted sales of British-made chocolate because it contains up to 5 percent vegetable fat instead of pure cocoa butter.

But European judges ruled their efforts illegal on Thursday, saying UK chocolate was entitled to free access to all EU markets.

"For the Cadbury's factory making Dairy Milk in



British brands such as Cadbury milk chocolate will now be available across Europe

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**Britain may have won the battle,
but they were soon
to lose the war . . .**

**at least
the high-stakes war . . .**

**Much has been written
about
the “Chocolate War” . . .**

http://www.chocolate-history.co.uk/chocolate-war.htm

Chocolate History

- the Story of Chocolate

Christopher Columbus | Aztec Chocolate | Solid Chocolate | Milk Chocolate | Belgian Pralines | **Chocolate War** | Chocolate Information

Chocolate War

The Chocolate War refers to the dispute between Britain, Ireland and Denmark and other chocolate-producing nations in the European Union. France, Belgium, Germany, Spain, Italy and others refused to recognise chocolate produced by these three nations, proposing it should be banned.

The reason for the Chocolate War centred around the ingredients of the chocolate. France and Belgium and their allies argued that the presence of vegetable oil in British chocolate meant that it was not true chocolate. Purists in the complaining nations believed that only cocoa butter oil should be used in chocolate production, and consequently that such products did not have the right to be called chocolate. Britain, Ireland and Denmark argued otherwise.

Despite pressure, Britain and the British public stood hard against this opinion. Suggestions were made prevent the to rename British chocolate as 'Vegalate', but British government and chocolate manufacturers refused to compromise on the matter.

The Chocolate War came to conclusion in 2003. The European Union Commission decided in favour of the British, avoiding any further conflict. The decision was warmly greeted by British popular opinion and chocolate manufacturers such as Cadbury's and Nestle were similarly pleased. To this day much of British chocolate continues to be produced with the same ingredients as in 1973 and considerably more British chocolate is loved and consumed than thirty years ago.



European Union Flag

Christopher Columbus | Aztec Chocolate | Solid Chocolate | Milk Chocolate | Belgian Pralines | **Chocolate War** | Chocolate Information

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Constructing quality: The multinational histories of chocolate

Julie L. Cidell and Heike C. Alberts

Department of Geography and Environmental Studies, California State University – San Bernardino, 5500 University Parkway, San Bernardino, CA 92407, United States

Department of Geography and Urban Planning, University of Wisconsin – Oshkosh, 800 Algoma Blvd., Oshkosh, WI 54901, United States

Received 1 March 2005; revised 13 February 2006. Available online 9 June 2006.

Abstract

Geographic research on food quality, while considering many of the ways in which quality is socially constructed, has largely focused on the place-based aspects of the raw materials of food production. Here, we use French convention theory to look at a highly processed food in order to show how place associations in the social construction of food quality extend to manufacturing. For chocolate, quality is based on material characteristics whose relative importance in determining quality depends on the country in which different stages of economic innovation took place. Struggles over the definition of quality chocolate, as exemplified by the “European Chocolate War,” show how quality issues are connected to geographies of manufacturing and innovation.

Keywords: Chocolate; Europe; Economic geography; Innovation; Manufacturing; Production; Quality

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Great Chocolate War Reveals Dark Side of Europe

By EDMUND L. ANDREWS
Published: October 24, 1997

The European Parliament erupted in angry recriminations today after voting on an issue that has split western Europe for more than two decades: the Two Chocolates Policy.

The vote left Britain, Ireland and Denmark seething with rage, while the Belgians and French quietly gloated. The Germans, after siding with the French, were rumored to be wavering and thinking of defecting to the other side.

So the fight is far from over.

Eight European countries, led by Belgium and France, require that chocolate be made exclusively with cocoa

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**In 2007 the
chocolate hostilities
flared up
in a former British Colony . . .**



Thursday, August 09, 2007

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The Bitter Sweet Clash Over Chocolate

The question again is "What is 'chocolate'" ?

packaged Friday, July 6, 2007, in Birmingham, Calif. It's a real philosophical thing, just about the foods we eat. There is such a focus on people's wanting to know what's in the foods they eat, how they're grown, where they come from - this seems to fly against the direction of the way things are moving. (AP Photo/Jeff Chiu)

By **ANDREW BRIDGES**
Associated Press Writer

WASHINGTON Aug 7, 2007 (AP)

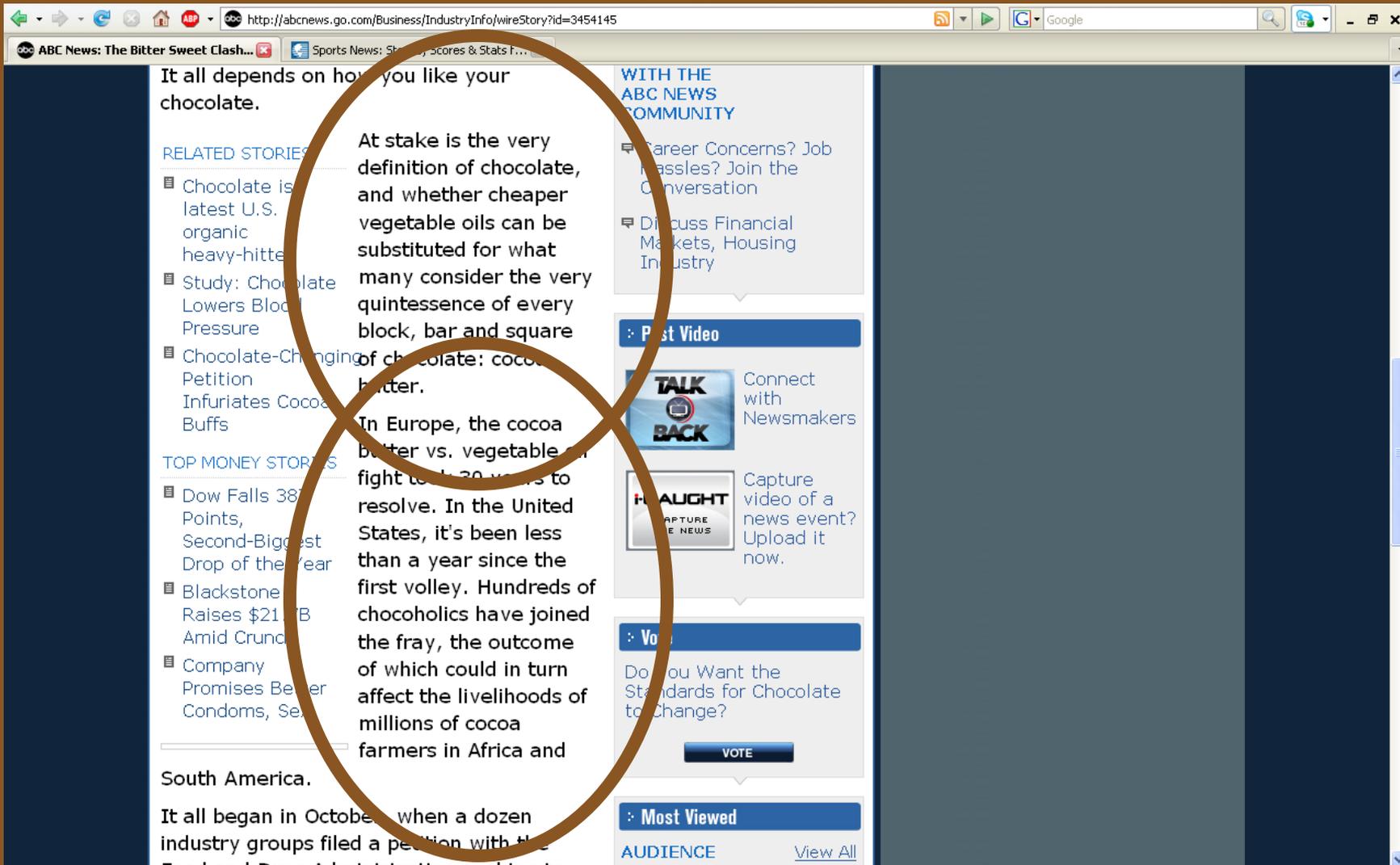
Like many battles, this one is being fought

The Associated Press

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“protected geographical indications”

Wikipedia article page for "Protected geographical indications in the European Union".

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Protected geographical indications in the European Union

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This article has been tagged since **November 2006**.

It has been suggested that this article or section be [merged](#) with *Protected designation of origin*. ([Discuss](#))

The law of **protected geographical indications in the European Union** governs the use of certain descriptions in relation to **food**, **agricultural products**, **spirits**, **aromatized drinks** and **wines**. In particular, the use of certain terms which indicate the geographical origin of the product, known as **geographical indications** in international **intellectual property** law, is restricted in a similar way to **trade marks**. This protection forms part of the **common agricultural policy** of the **European Union**.

The *general regime* governs the use of **protected designations of origin (PDO)** and **protected geographical indications (PGI)** for food and certain other agricultural products. There are separate regimes for spirits and for aromatized drinks (**geographical designations**) as well as for wines (**geographical indications**, often referred to as **appellations**). The origin of the product is only one of the criteria for use of the protected terms: the product must also meet various quality criteria. The label "**Traditional speciality guaranteed**" (TSG) is a similar protected term which does not impose any restrictions on the geographical origin of the product.

Find:

Protected designation of origin

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 It has been suggested that this article or section be merged with [Protected geographical indications in the European Union \(Discussion\)](#)

“Protected Designation of Origin”



“Protected Geographical Indication”



“Traditional Specialty Guaranteed”



The purpose of the law is to protect the reputation of the regional foods and eliminate the unfair competition and misleading of consumers by non-genuine products, which may be of inferior quality or of different flavor.



These laws protect the names of [wines](#), [cheeses](#), [hams](#), [sausages](#), [olives](#), [beers](#), and even regional [breads](#), [fruits](#), and [vegetables](#). Foods such as [Gorgonzola](#), [Parmigiano Reggiano](#), [Asiago cheese](#), [Camembert de Normandie](#) and [Champagne](#) can only be labelled as such if they come from the designated region. To qualify as [Roquefort](#), for example, cheese must be made from milk of a certain breed of [sheep](#), and matured in the natural caves near the town of Roquefort in the [Aveyron](#) region of France, where it is infected with the spores of a [fungus](#) (*Penicillium roqueforti*) that grows in these caves.

This system is similar to the [French Appellation d'Origine Contrôlée](#) (AOC) system, the [Denominazione di Origine Controllata](#) (DOC) used in [Italy](#), and the [Denominación de Origen](#) system used in [Spain](#).

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[1 Within the European Union](#)



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WORLD

EU Court Ruling Protects Greek Feta

Listen by Melissa Block

All Things Considered, October 26, 2005

The European Union's highest court has ruled that feta cheese is a traditional Greek product that deserves protection throughout the 25-nation block. As a result, non-Greek European feta producers will not be allowed to call their product "feta."

Hans Bender of the Danish Dairy Board and Christos Avgoulas of Greece's Ministry of Rural Development and Food discuss the impact of the decision.



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Greece Wins Label "Feta," Struggles with "Macedonia"?



Feta Label Exclusively Greek

*After a 16-year legal battle, a final
EU court ruling recognises
the definition of 'feta' as a protected
designation of origin, reserved for
goat's cheese produced in Greece
alone*

*Special cut: Greek feta finally wins exclusive
designation of origin rights. AFP photo.*

By Dimitris Yannopoulos
Athens News

http://news.bbc.co.uk/2/hi/uk_news/england/north_yorkshire/6606779.stm

BBC NEWS **One-Minute World News** **NEWS SERVICES** Your news when you want it

Last Updated: Monday, 30 April 2007, 07:44 GMT 08:44 UK
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Feta-compli for big cheese name

Celebrations are under way in Thirsk to mark the last day a cheese maker can call a product "Yorkshire Feta".



Judy Bell has now re-named her cheese Fine Fettle Yorkshire

Judy Bell, who runs Shepherds Purse Cheeses, had been caught up in a five-year tussle with EU officials over the feta name of a cheese she produces.

EU judges then ruled that feta had "Protected Designation of Origin" status meaning only Greek cheese makers could use the name.

Now Mrs Bell's cheese is to be called "Fine fettle Yorkshire".

Food labelling

Mrs Bell had wanted to continue calling her product Yorkshire feta but the European judges ruled that only cheese

VIDEO AND AUDIO NEWS
 Inside the dairy as production continues
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 Travel, sport, chat and more from the BBC website for North Yorkshire

FROM ACTION NETWORK
 **Growing concern**
 Find out how you can take action on the issue of local food

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Authentic Italian Wood Fired Ovens

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Pizza Napoletana

Here is the original document defining "Pizza Napoletana" for the EU. You can buy the ingredients defined in the Pizza Napoletana specification at the [Forno Bravo Store](#).

MINISTRY OF AGRICULTURE COMMUNICATION

Summary: Proposal of recognition of the Specialita' Tradizionale Garantita "Pizza Napoletana"

Date: 24-5-2004

Declaration:

The Ministry of Agricultural received the petition to register the classification of Specialita' Tradizionale Garantita for the product "Pizza Napoletana" as presented in the following Articles 1-13 of the regulation (EEC) number 2082/92, from the association Genuine Pizza Napoletana and from the association Pizza Napoletana, both headquarter in Naples, in order to create this product classification, and to distinguish it clearly from other similar products and to protect the consumer. We verify that the petition of production has been requested in the Italian language and the creation of the product obtained "according to the Italian tradition" and will proceed with the publication of the text of the to methods of production.

Department of Agricultural Food Product Quality and Consumer Protection

Division QTC III

via XX Settembre n. 20

00187 Rome

Thirty days from the date of publication in the official Gazette of the Italian Republic, the above-mentioned petition will be proposed to the European Commission.

THE METHOD OF PRODUCTION OF THE SPECIALITA' TRADIZIONALE GARANTITA "PIZZA NAPOLETANA"

Article 1. Name of the product

Information
Zoom out







Mairead's cottage where the workshop takes place on Inish Oirr

http://beknitted.blogspot.com/2004_08_01_beknitted_archive.html





David Sumberg MEP



Date: 12/1/02

BRINGING COMMONSENSE TO BRUSSELS

CHOCOLATE WARS

North West Euro MP David Sumberg has branded Spain and Italy's ban on British chocolate 'pig headed' and called on them to stop flouting European Law.

Mr Sumberg was speaking after the Advocate General advised the European Court the bans were illegal.

"British chocolate makers profits are being allowed to melt away due to the intransigence of the Spanish and Italian Governments," he said. 'Conservative MEPs won the battle in the European Parliament to permit British chocolate to be sold throughout the EU. The Commission and Council of Ministers agreed with us. It is unacceptable that Spain and Italy should flout this democratic decision, which their governments endorsed at the time, by pig headedly digging their heels in.'

"Spain is now entering the Presidency of the European Union. It would be a pity if this were to be marked by their unwillingness to accept this clear legal advice from the Advocate General to the Court.

'We respect absolutely the right of Belgian, Spanish and Italian chocolatiers to make and market their

1994

Scaling

chocolates

“In 1994 the European Union was establishing Europe-wide food standards. When they came around to Chocolate, Belgium and France and Germany supported the idea of creating a standard that said only something that was in excess of 50% Cacao could be called *Chocolate*. England (home of Cadbury which manufactures tons of candy that contains less than 10% Cacao) opposed the idea.” . . .

<http://www.mrkland.com/fun/xocoatl/bars.htm>

Scaling



chocolates

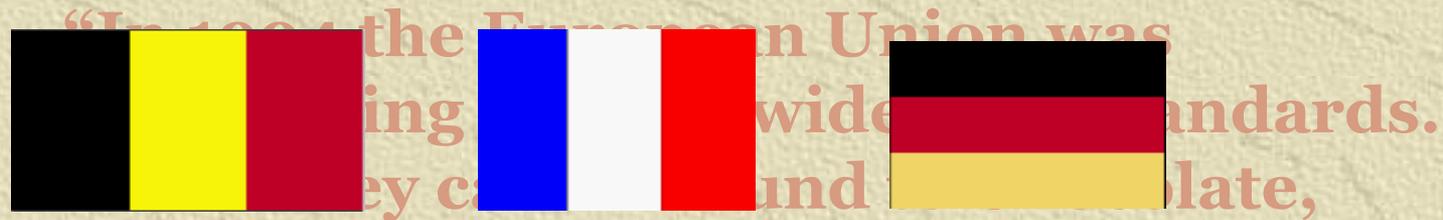
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Scaling

Chocolates and "The Chocolate War"

“After months of arguments and threatened trade wars, Germany switched sides -- they have several large milk-chocolate-candy manufacturers and supposedly there was pressure from Switzerland, which is not in the EU, but manufactures huge quantities of milk-chocolate-candy. So England, and Cadbury won. Anything can be called *Chocolate* in the EU, as long as it contains at least 1% Chocolate. (In the USA the FDA minimum is 10%.) However -- the EU said that each bar must state on the label the percentage of Cacao that it contains.” . . .

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Spain and Italy Banned “Chocolate”



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Chocolates and “The Chocolate War”

“That last bit was crucial, and the reaction was predictable. Consumers flocked to the few bars that were rich & pure, 70% or more. So the milk-chocolate-candy prints the percentages in teeny tiny print on the back, and the pure bars print it in huge print on the front. The pure bars were so popular that new brands and varieties are introduced every day! Galler claims to have been the first to sell a bar with 70% Cacao in Belgium in 1993. Even Cadbury has one (in late 1997 they raised the Cacao content from 64% to 76%), called 1898 -- but they do not put their own name anywhere on it, for fear of hurting sales!!! .” . . .

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Scaling

Chocolates and "The Chocolate War"

"In late 1998 and early 1999, before I went to Europe, I started to notice a very few pure bars at specialty stores in Seattle, but they were outrageously expensive. In 29 countries in Europe, I discovered that every country has at least ONE, 70%+ Chocolate bar, and most countries have several. In France and Belgium, even the grocery store brands have a 70%+ pure Chocolate bar! France, Belgium, Germany and Poland were the best countries for good pure Chocolate bars. Switzerland, Hungary and Finland, were the worst. I didn't go to Spain, but I did notice that although it is often hard to find, the Spanish Chocolate I did find was excellent. I suspect Spain is probably a great country for pure, real Chocolate, which is historically understandable."

Scaling

Chocolates and “The Chocolate War”

“Even more exciting, I found several brands that market bars with identical recipes but the Cacao is from different plant varieties and/or from different parts of the world. It is amazing to compare! Toward the end of my trip I saw several more of the series -- even Nestle has a series of three bars from three different countries!!! However, it contains the artificial flavor Vanillin, which is a silly thing to add to a bar for trying to compare Chocolate subtleties! The French brand *Chocolat Bonnat* was certainly the best of these. Their line of seven (now eight) 75% Cacao bars, each from a different part of the world is amazing: No Vanilla, no lecithin, just Chocolate and a little sugar. I cannot read the French on the label very well, but they do not appear to note which varieties each bar consists of. There was also a Spanish brand, *Chocovic*, of which I had only small tasters, that was from different varieties and was very good.” . . .

Scaling



Chocolates and “The Chocolate War”

“There are even a couple of US manufacturers! One, Chocolate made in Belgium and packaged in the US under the absolutely horrible brand name *ChocoLove* has different bars ranging from 25% (*the richest milk chocolate you will ever find*) to 77% (YUM!) (and also 100% baking Chocolate). Despite the awful name, the Chocolate is pretty good. They recently introduced a couple of Organic bars too, 61% & 73%. Sharfen-Berger appears to actually make their 70% bars in the US. ...”

<http://www.mrkland.com/fun/xocoatl/bars.htm>

Scaling



Chocolates and "The Chocolate War"

“Between late 2000 and mid 2001 it was fairly difficult to find pure bars here in Seattle, but things are changing very fast. In April of 2003 I did a couple of tastings with about 20 of the best bars in the world. As recently as November of 2001 I could not have purchased ANY of those bars here in Seattle, and yet now I am able to get ALL of them here! **Pure bars are becoming almost COMMON -- the important talent is now determining the best pure bars, not just finding any!** ” . . .

<http://www.mrkland.com/fun/xocoatl/bars.htm>

Scaling



Chocolates and "The Chocolate War"

"I will not buy any bar with less than 70% Cacao, and generally will not eat any Chocolate that is less than 60% -- I just don't like it."

Mark's entire list

mrk.'s Chocolate site

<http://www.mrkland.com/fun/xocoatl/#SEL>

Real Chocolate Bars

<http://www.mrkland.com/fun/xocoatl/bars.htm> www.xocoatl.org/bars.htm

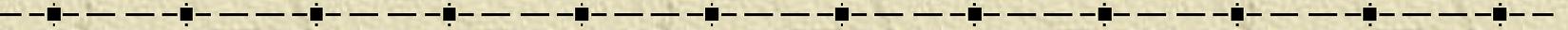
Scaling

My Favorites.

Slitti	82%	Artigianale - fondente	Italy
Chocolat Bonnat	75%	Pour Croquer - trinité	France
Galler	70%	noir extrême	Belgium
Michel Cluizel	85%	Grand Amer	France
Enric Rovira	70%	Rajoles - negro	Spain
Chocolat Bonnat	75%	Pour Croquer - Madagascar	France
Angelina Rumpelmayer	85%	noir 85	France

My entire list.

Scaling



✦ Chocolate Wars 12/1/02

✦ Guardian Unlimited | The Guardian | Chocolate war over after 30 years

◆ http://www.guardian.co.uk/uk_news/story/0,3604,876445,00.html

✦ Big Chocolate - Wikipedia, the free encyclopedia

◆ http://en.wikipedia.org/wiki/Big_Chocolate

**“Anything can be called
Chocolate in the EU, as
long as it contains at
least 1% Chocolate.
In the USA the FDA
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In Belgium . . .

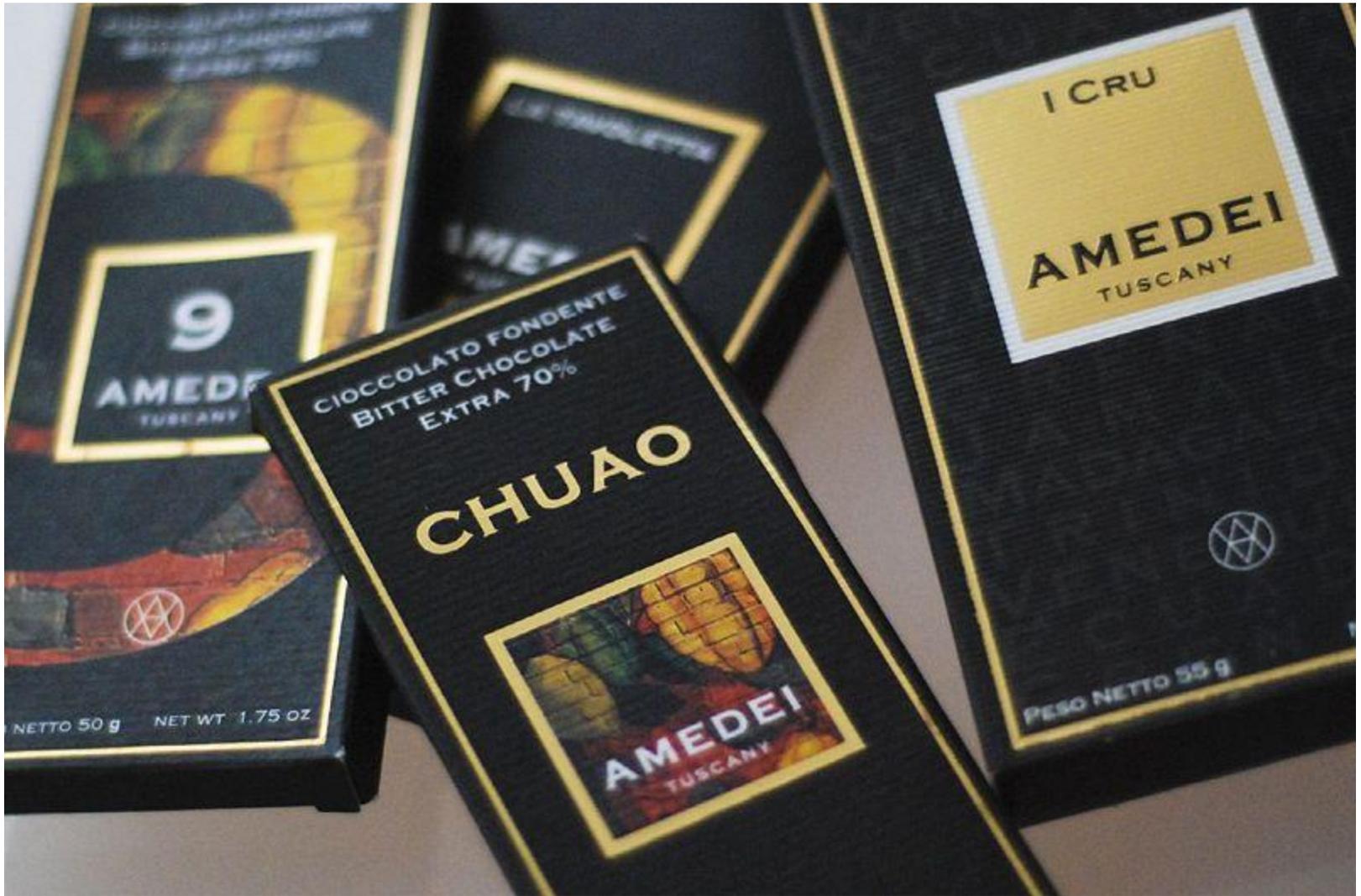


Dolfin Chocolat Noir 88% De Cacao

Dolfin's darkest Belgian chocolate bar
very intense, very delightful!

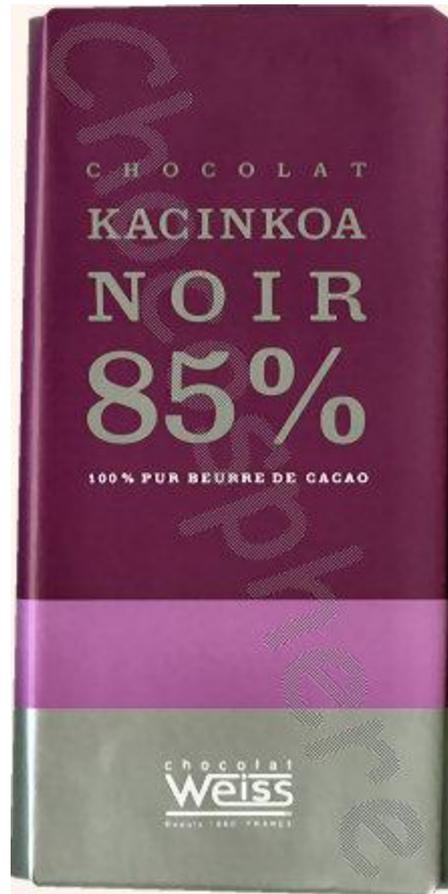
70g/2.47 oz, 88% Cocoa.

In Italy . . .



Amedei

In France . . .



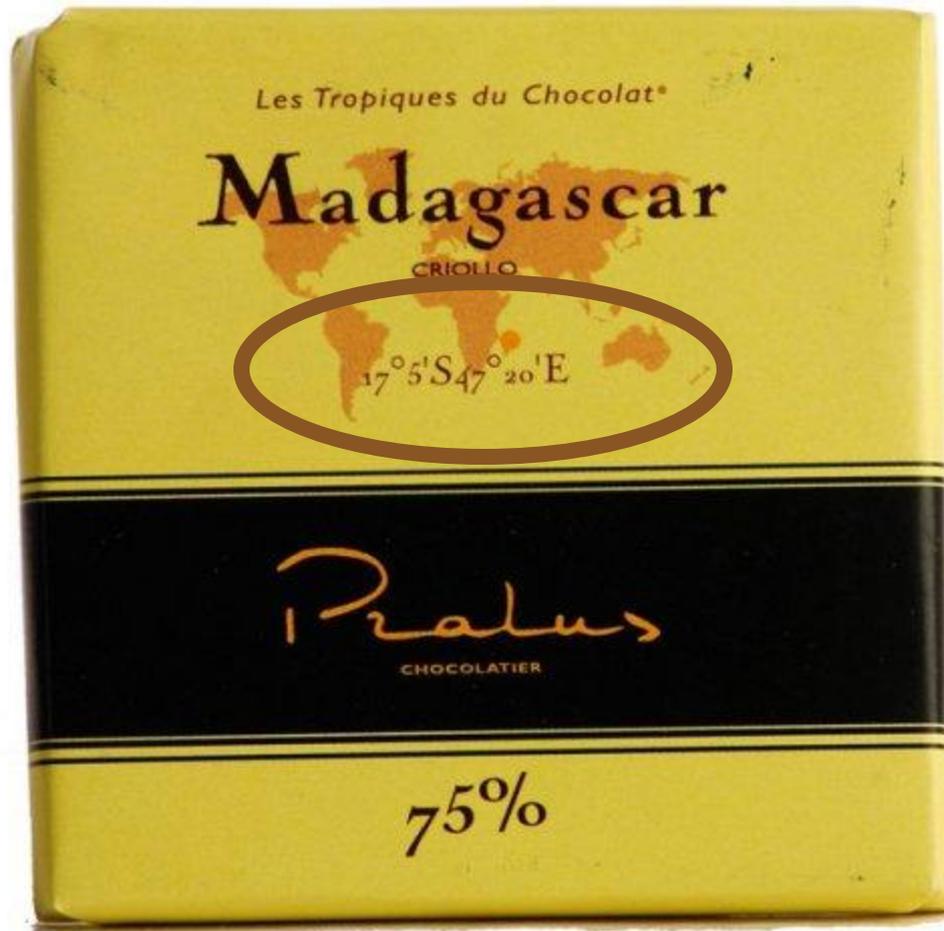
Chocolat Weiss Dark Kacinkoa 85% Bar

A blend of Criollos, Forasteros and Trinitarios cocoa beans.

The taste is that of elegance:

**The finesse of tannins, a fruity aroma, a sustained flavor,
and a quite surprising sweetness toward the end
of tasting for an 85% cocoa-content bar.**

Net wt. 3.5oz/100g.



Pralus Madagascar Dark Chocolate 75%

Net wt. 3.5oz/100g.

\$7.99 (27 April 2008)

Les Tropiques du Chocolat®

Ghana

FORASTERO

$7^{\circ}10'N 5^{\circ}32'O$

Pralus

CHOCOLATIER

75%

Les Tropiques du Chocolat®

Djakarta

CRIOLO TRINITARIO

$7^{\circ}15'S 109^{\circ}0'E$

Pralus

CHOCOLATIER

75%

Les Tropiques du Chocolat®

Caracas

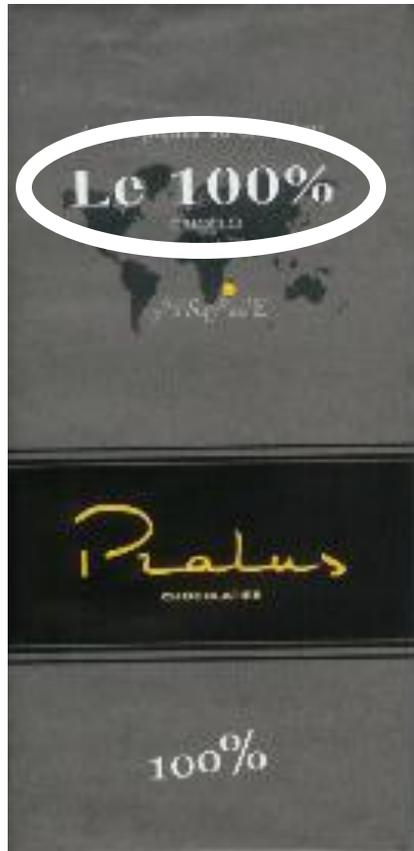
TRINITARIO

$10^{\circ}30'N 66^{\circ}55'O$

Pralus

CHOCOLATIER

75%



"Le cent"

"THE one-hundred"

Pralus "Le 100%"

Net wt. 3.5oz/100g.

\$8.29 (27 April 2008)

In Germany . . .



Hachez 88% "Premier Cru" with Cocoa Nibs Bar

Net wt. 3.5oz/100g.

\$4.49 (27 April 2008)

In Spain . . .



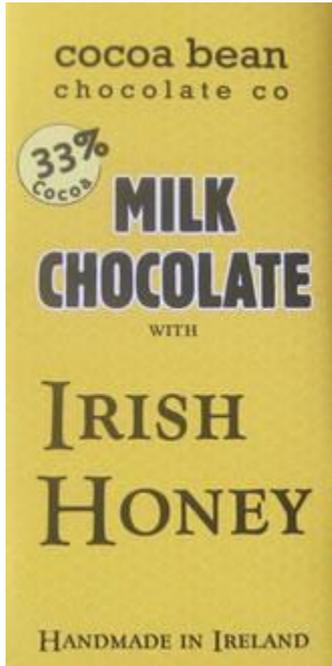
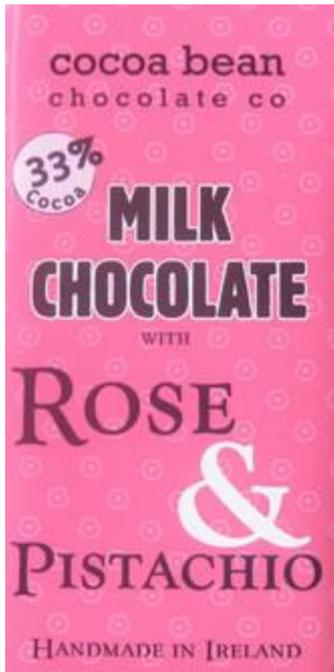
Chocovic 71% Guyave


coppeneur

ECUADOR · LOS RIOS
PLANTATION
HACIENDA IABA
DUNKLE CHOCOLADE
72% BIOLOGISCHER CACAO NACIONAL ARRIBA
MIT ROSA PFEFFER & CHILI



In Ireland . . .





cocoa bean
chocolate co

33%
Cocoa

**MILK
CHOCOLATE**

WITH

**ROSE
&
PISTACHIO**

HANDMADE IN IRELAND

cocoa bean
chocolate co

33%
Cocoa

**MILK
CHOCOLATE**

WITH

**IRISH
HONEY**

HANDMADE IN IRELAND

cocoa bean
chocolate co

53%
Cocoa

**DARK
CHOCOLATE**

WITH

**SEA
SALT**

HANDMADE IN IRELAND

cocoa bean
chocolate co

70%
Cocoa

**DARK
CHOCOLATE**

WITH

**LIME
ZEST &
BLACK PEPPER**

HANDMADE IN IRELAND

cocoa bean
chocolate co

70%
Cocoa

**DARK
CHOCOLATE**

WITH

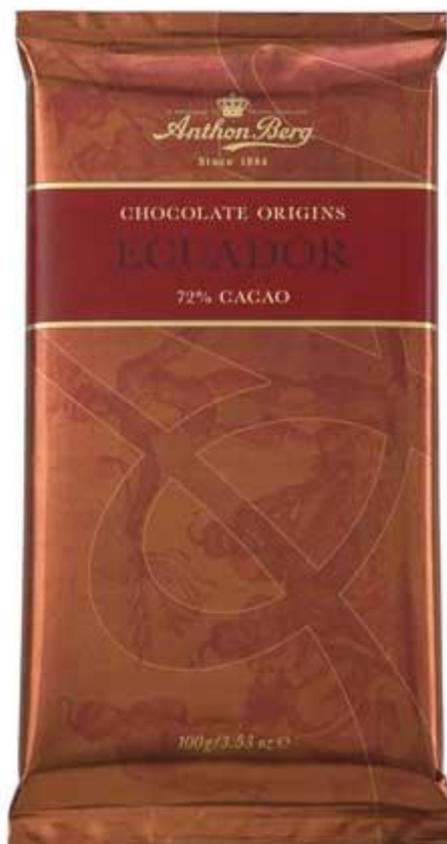
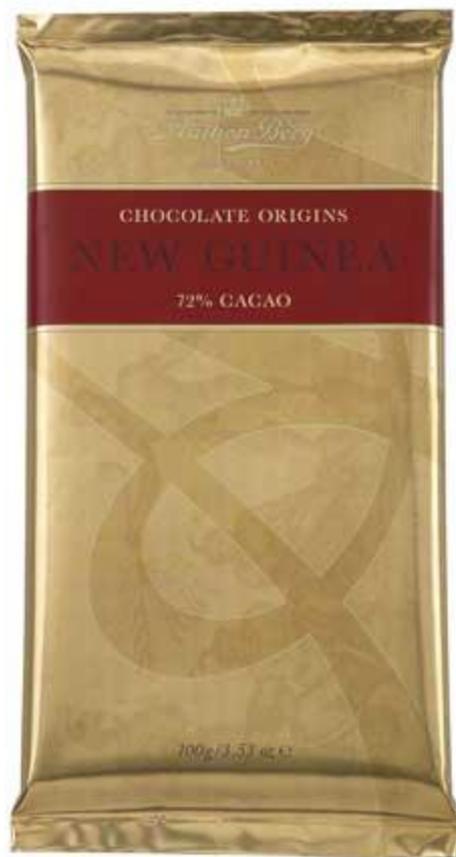
**GIN
&
TONIC**

HANDMADE IN IRELAND



In Denmark . . .

AN APPRECIATION TO THE GREAT SHERBET
Anthon Berg



In England . . .









Selly Manor House

<http://www.virtualbrum.co.uk/heritage/page6.htm>



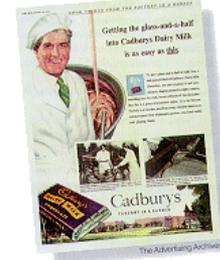
Bournville Carillon

Bournville Junior School

<http://www.virtualbrum.co.uk/heritage/page6.htm>

Everyone has heard of Cadbury's.
In Bournville it stands for education and
opportunity as well as chocolate.

by **David Ward**



Workers' Welfare and the Chocolate Factory

HOP on a train at the University and ride for a couple of stops down the line away from the centre of Birmingham. Get off at Bournville, a station painted in the familiar purple of an internationally-known manufacturer of chocolate.

You have now entered the Cadbury world (but not yet Cadbury World, a combination of theme park and factory tour where for £6.50, they will tell you the story of chocolate from the Aztecs to the Fuse bar). Walk up the road, past the factory and the park presided over by a cricket pavilion as big as a manor house.

Turn right and you will find yourself in the heart of Bournville, the model village created by George Cadbury in 1893, not as a company



**Dame Elizabeth Cadbury School and Sixth Form College
Birmingham, Warwickshire, United Kingdom**



Bournville Shops around the Green

<http://ken.wikipedia.org/wiki/Bournville>



The Quaker Meeting House
Selly Manor Museum and Bournville Village Trust

<http://www.virtualbrum.co.uk/heritage/page6.htm>

In the United States . . .



HERSHEY'S[®]

MILK CHOCOLATE

NET WT 5 LBS (2.268 kg)

**What does Hershey say about
its cocoa content?**

Well . . . (usually) *exactly nothing*

but it is said to be 11%



Scaling



Scaling

- 1. nominal**
- 2. ordinal**
- 3. interval**
- 4. ratio**

*After H. Russell Bernard, **Research Methods in Anthropology**, 1994*



Scaling

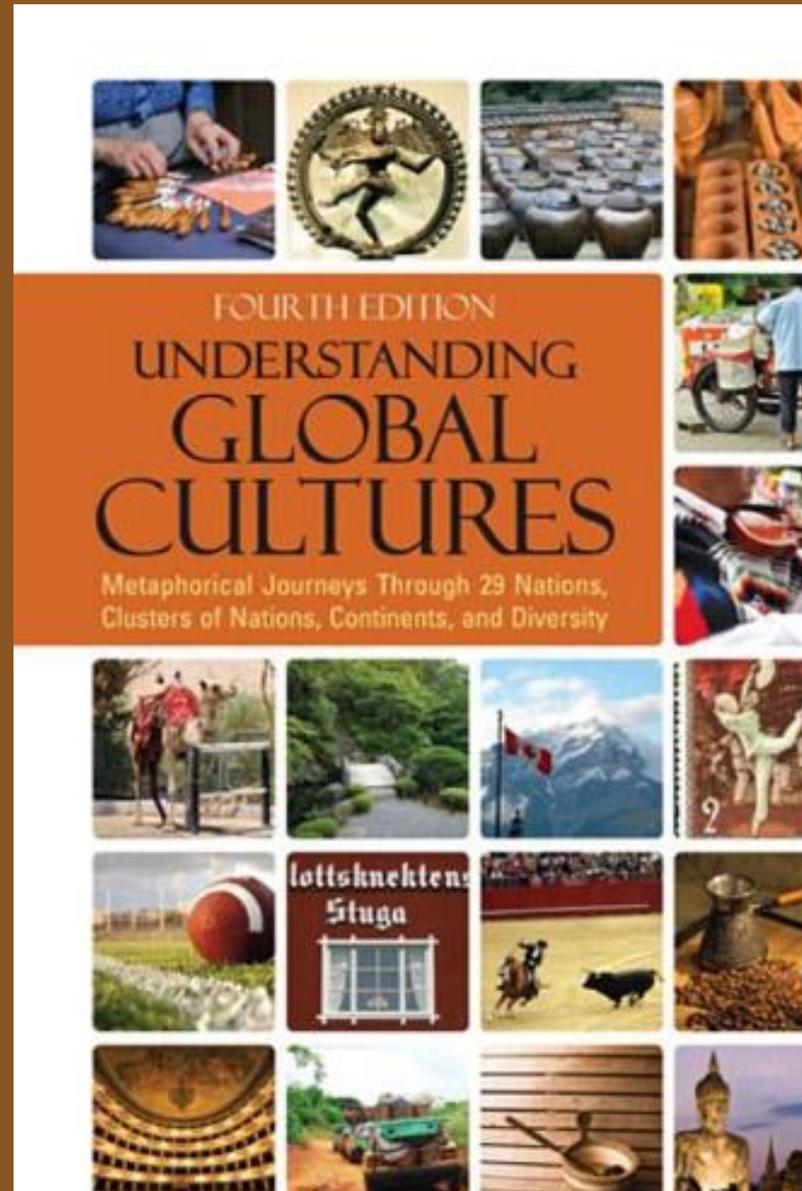
1. nominal

2. ordinal

3. interval

4. ratio

After H. Russell Bernard, *Research Methods in Anthropology*, 1994



Scaling



***Understanding Global Cultures:
Metaphorical Journeys Through 29
Nations, Clusters of Nations,
Continents, and Diversity, Fourth
Edition***

**Martin J. Gannon and Rajnandini (Raj) Pillai
SAGE Publications, Thousand Oaks, CA, 2009**

“units of analysis” may also include:

– a nation

(“national character studies”)

– the item or action itself

(including “processes”)

– a “cultural metaphor”

(analogy, by means of cultural metaphors)

**Gannon and Pillai's
European Cultural Metaphors
include**

Ch. 5. The Turkish Coffehouse

Ch. 7. The Polish Village Church

Ch. 9. The Swedish *Stuga*

Ch. 10. The Finnish Sauna

Ch. 11. The Danish Christmas Luncheon

Ch. 12. The German Symphony

Ch. 13. Irish Conversations

**Gannon and Pillai's
European Cultural Metaphors
include**

Ch. 15. French Wine . . .

Ch. 17. The Traditional British House

Ch. 21. The Italian Opera

Ch. 22. Belgian Lace

Ch. 24. The Russian Ballet

Ch. 30. The Spanish Bullfight

Ch. 31. The Portuguese Bullfight

Gannon and Pillai's European Cultural Metaphors include

Ch. 15. French Wine . . .

Ch. 17. The Traditional British House

Ch. 21. The Italian Opera

Ch. 22. Belgian Lace

Ch. 24. The Russian Ballet

Ch. 30. The Spanish Bullfight

Ch. 31. The Portuguese Bullfight

Fig. 1.1. Process, Goals, and Expression of Emotions (p. 12)

Open Expression of Emotions and Feelings			
Degree to which process must be emphasized before goals can be discussed		Lower	Higher
	Lower		
	Higher		

Fig. 1.1. Process, Goals, and Expression of Emotions (p. 12)

Open Expression of Emotions and Feelings			
		Lower	Higher
Degree to which process must be emphasized before goals can be discussed	Lower	England, Ireland , and Scotland	United States and Germany
	Higher	China, Japan, and India	Mexico, Spain, and Italy

More on the "[Four-Stage Model](#)" later, time permitting

Fig. 1.2. Four Generic Types of Cultures (p. 13)

		INDIVIDUALISM	COLLECTIVISM
		Low (horizontal)	Equality Matching (interval)
POWER DISTANCE	High (vertical)	Market Pricing (ratio)	Authority Ranking (ordinal)

Scaling



1. Horizontal Collectivism / Community Sharing

- ◆ **nominal scaling**
- ◆ **only names are given to entities**
 - **in-group vs. out-group**

Scaling



nominal scaling

- ◆ **naming something**

Scaling



nominal scaling

- ◆ **a nominal variable is an item on a list of things**
 - **the variables are mutually exclusive**
 - **but they do not exhaust the possibilities**

Scaling



religion

- ◆ **Hindu**
- ◆ **Moslem**
- ◆ **Buddhist**
- ◆ **Christian**
- ◆ **Druid**
- ◆ **“Other”**

Scaling



chocolates

- ◆ **Belgian**
- ◆ **Godiva**
- ◆ **Ghirardelli**
- ◆ **Whitman**
- ◆ **Cadbury**
- ◆ **Hershey**
- ◆ **Nestle**
- ◆ **Brachs**



Scaling

1. nominal

2. ordinal

3. interval

4. ratio

After H. Russell Bernard, *Research Methods in Anthropology*, 1994

Fig. 1.2. Four Generic Types of Cultures (p. 15)

		INDIVIDUALISM	COLLECTIVISM
		Low (horizontal)	Equality Matching (interval)
POWER DISTANCE	High (vertical)	Market Pricing (ratio)	Authority Ranking (ordinal)

Fig. 1.2. Four Generic Types of Cultures (p. 13)

		INDIVIDUALISM	COLLECTIVISM
		POWER DISTANCE	Low (horizontal)
High (vertical)	Market Pricing (ratio)		Authority Poland Turkey (ordinal)

Scaling



2. Vertical Collectivism / Authority Ranking Cultures

- ◆ ordinal scaling
- ◆ individual A may be more important than individual B, and individual C may be more important than individual B, but there is no common unit of measurement

Scaling



ordinal scaling

- ◆ **putting things in order**

Scaling



ordinal scaling

- ◆ **ordinal variables are exhaustive and mutually exclusive**
- ◆ ***and* their values can be rank ordered**

Scaling



ordinal scaling

- high
- medium
- low

Scaling



socioeconomic class (SES)

- **upper class**
- **middle class**
- **lower class**

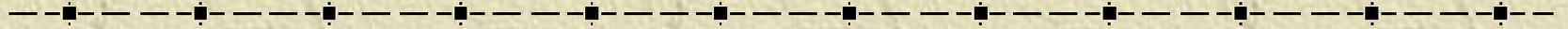
Scaling



types of political organization

- “peasant society”
- “primitive state”
- “chiefdom”
- “tribe”
- “band”

Scaling



chocolates

- ♦ **Belgian** **best**
- ♦ **Godiva** **better**
- ♦ **Ghirardelli** **better**
- ♦ **Cadbury** **good**
- ♦ **Whitman** **good**
- ♦ **Brachs** **good**
- ♦ **Hershey** (orig.) **fair**
- ♦ **Nestle** **fair**

Scaling



ordinal scaling

- ◆ in general, *concepts* are measured at the ordinal level

Scaling



level of acculturation

- **very acculturated**
- **somewhat acculturated**
- **unacculturated**

Scaling



ordinal scaling

- ◆ **what ordinal variables do not tell us is *how much more***
- ◆ **the most important characteristic of ordinal measure is that there is no way to tell how far apart the attributes are from one another**



Scaling

1. nominal

2. ordinal

3. interval

4. ratio

After H. Russell Bernard, *Research Methods in Anthropology*, 1994

Fig. 1.2. Four Generic Types of Cultures (p. 15)

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Fig. 1.2. Four Generic Types of Cultures (p. 13)

		INDIVIDUALISM	COLLECTIVISM
		POWER DISTANCE	Low (horizontal)
High (vertical)	Market Pricing (ratio)		Authority Poland Turkey (ordinal)

III. Equality Matching Cultures

10. **The German Symphony**

11. **The Swedish Stuga**

12. **Irish Conversations**

13. **The Canadian Backpack and Flag**

14. **The Danish Christmas Luncheon**

15. **French Wine**

IV. Marketing Pricing Cultures

16. **American Football**

17. **The Traditional British House**

Scaling



3. Horizontal Individualism / Equality Matching Cultures

- ◆ **interval scale**
- ◆ **culture does have a common unit of measurement, but it does not make value judgments about individual worth**
 - **there are too many dimensions along which individuals can be measures**

Scaling



interval scaling

- ◆ putting items at fixed intervals

Scaling



interval scaling

- ◆ **concrete, observable things are often measured at the interval level**
 - **but not always**

Scaling



interval scaling

- ◆ **interval variables are exhaustive and mutually exclusive**
- ◆ **and their values can be rank ordered**

Scaling



interval scaling

- ◆ *and* the distances between the attributes are meaningful

Scaling



interval scaling

- **30° Fahrenheit**
- **40° Fahrenheit**

- **70° Fahrenheit**
- **80° Fahrenheit**

Scaling



interval scaling

- $40^{\circ} \text{ F} - 30^{\circ} \text{ F} = 10^{\circ} \text{ F}$
- $80^{\circ} \text{ F} - 70^{\circ} \text{ F} = 10^{\circ} \text{ F}$

Scaling



interval scaling

- but there is no “zero point”
- *i.e.*, 80° Fahrenheit is not twice as warm as 40° Fahrenheit

Scaling



**There *could* be a zero point,
and there is with Kelvin
system temperatures**

Scaling

“The Kelvin scale is a thermodynamic (absolute) temperature scale, and zero kelvin (0 K) is defined as absolute zero (-273.15 degrees Celsius) which is the coldest possible temperature.”

Scaling



“The Kelvin scale is a thermodynamic (absolute) temperature scale, and zero kelvin (0 K) is defined as absolute zero (-273.15 degrees Celsius) which is the coldest possible temperature.”

and that means the Kelvin scale is *ratio* rather than interval scaling



Scaling

1. nominal
2. ordinal
3. interval
4. ratio

After H. Russell Bernard, *Research Methods in Anthropology*, 1994

Fig. 1.2. Four Generic Types of Cultures (p. 15)

		INDIVIDUALISM	COLLECTIVISM
		Low (horizontal)	Equality Matching (interval)
POWER DISTANCE	High (vertical)	Market Pricing (ratio)	Authority Ranking (ordinal)

Fig. 1.2. Four Generic Types of Cultures (p. 13)

		INDIVIDUALISM	COLLECTIVISM
		POWER DISTANCE	Low (horizontal)
High (vertical)	Market Britain U.S.A. (ratio)		Authority Poland Turkey (ordinal)

Scaling



4. Vertical Individualism / Market Pricing Cultures

- ◆ **scale is ratio**
- ◆ **there is a common unit of measurement**
- ◆ **and a true zero point**
 - **allows members of the culture to transform every other dimension and compare them monetarily**

Scaling



4. Vertical Individualism / Market Pricing Cultures

- ◆ scale is ratio
- ◆ there is a common unit of measurement
- ◆ and a true zero point
 - allows members of the culture to transform every other dimension and compare them monetarily

Scaling



ratio scaling

- ◆ interval variables that have a zero point

Scaling



ratio scaling

- ◆ a 40-year-old is 10 years older than a 30-year-old
- ◆ a 40-year-old is twice as old as a 20-year-old

Scaling



ratio scaling

- ◆ **in the social sciences there are few interval variables that are not also ratio variables**
- ◆ **it is common practice in the social sciences to refer to ratio variables as interval variables**

Scaling



ratio scaling

- years of education
- income in dollars, Euros . . .
- years spent migrating
- population size
- # doctors / 100,000
- # violent crimes / 100,000

Scale

X cases per Y number

(X / Y)

are

"rates"

and can be compared

- **# doctors / 100,000**
- **# violent crimes / 100,000**

Scale

**non-ratio data
that are not rates
*often can not be compared***

- **# doctors / 100,000**
- **# violent crimes / 100,000**

Scaling



chocolates

- ◆ **Belgian** **70+%** cacao
- ◆ **Godiva** **70%** cacao
- ◆ **Ghirardelli** **40%** cacao
- ◆ **Cadbury** **08%** cacao
- ◆ **Whitman** **xx%** cacao
- ◆ **Brachs** **xx%** cacao
- ◆ **Hershey** (orig.) **10%** cacao
- ◆ **Nestle** **10%** cacao

Brand	Cocoa %	Origin	Weight	Ingredients	Notes
Delhaize Fondant/Puur www.delhaize-le-lion.be	76%	Belgium Liège Belgium 01 Aug 2000	100 1 ¢ 1	MASS sugar BUTTER lecithin vanillin	grocery store brand, artificial flavor, paperlined Very good mellow.
Delhaize Fondant - Eclats de cacao www.delhaize-le-lion.be	76%	Belgium Liège Belgium 01 Aug 2000	100 1 ¢ 1	MASS sugar BUTTER NIBS lecithin vanillin	w/BITS, grocery store brand, artificial flavor, paperlined Strong, mellow, GOOD! Cheryl lo the bits of chocolate beans.
Démon <i>(Kraft/Philip Morris)</i> Különleges	55%	Hungary Budapest	85 1	MASS sugar BUTTER E322	cool impre Too sweet much vani

REM:

**“Anything can be called
Chocolate in the EU, as
long as it contains at
least 1% Chocolate.
In the USA the FDA
minimum is 10%.”**

Scaling

The Chocolate Wars

“In 1994 the European Union was establishing Europe-wide food standards. When they came around to Chocolate, Belgium and France and Germany supported the idea of creating a standard that said only something that was in excess of 50% Cacao could be called *Chocolate*. England (home of Cadbury which manufactures tons of candy that contains less than 10% Cacao) opposed the idea.”

www.mrkland.com/fun/xocoatl/bars.htm

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Chocolate Without Guilt

By Fran Carpentier
Published: November 12, 2006

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The devil is not always in the details. Dark chocolate is so angelic at last! Research confirms that the antioxidant flavanols in cocoa—which are abundant in dark chocolate with a cocoa content of 60% or more—provide considerable health benefits. “Dark chocolate enhances blood flow—a plus in heart disease—and helps lower blood pressure,” says Dr. David Katz, director of the Prevention Research Center at the Yale School of Medicine. “While dark chocolate has saturated fat, it’s a kind that doesn’t raise cholesterol or cause other harm.”

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Cacao Reserve by Hershey's(TM) Invites Consumers to Explore a New World of Chocolate

New, Premium Line of All-Natural Chocolate and Drinking Cocoa Products Introduced

HERSHEY, Pa., Sept. 5 /PRNewswire/ -- The Hershey Company invites consumers to explore a new world of chocolate with Cacao Reserve by Hershey's, a new, premium line of all-natural chocolates and drinking cocoa. The Cacao Reserve by Hershey's line, available in September, will offer a variety of superior flavors, pleasing textures and exotic aromas unlike any other chocolate.

"Consumers today are searching for new, premium experiences," said Chris Baldwin, Senior Vice President, President, U.S. Commercial Group, The Hershey Company. "Cacao Reserve by Hershey's meets this rapidly growing demand by offering consumers an indulgent chocolate made with carefully chosen, slowly roasted cacao beans, blended with the finest all-natural ingredients."

The Cacao Reserve by Hershey's line includes a broad range of premium chocolate products that will let consumers explore different subtleties and intensities of chocolate while learning more about the flavors they prefer. Available in single-serve and take-home bars, truffles and drinking cocoa, the initial line of chocolate bars includes:

- Premium Milk (35% cacao): Premium European-style milk chocolate with a smooth, velvety texture
- Premium Milk with Hazelnuts (35% cacao): Carefully chopped, premium-grade hazelnuts for great taste and texture
- Extra Dark (65% cacao): Slowly roasted beans and a higher cacao level bring out the rich, indulgent flavor of this selection
- Extra Dark with Nibs (65% cacao): Includes "the heart of the cacao bean" for crunch and a flavor that is truly unique

In addition, Cacao Reserve by Hershey's premium drinking cocoa will be available in two unique blends, Classic Mayan and Mildly Spiced Aztec. This premium drinking cocoa will let consumers rediscover -- and reinvent -- how and when they enjoy their hot cocoa. Cacao Reserve by Hershey's contains real milk chocolate and natural cocoa, providing superior flavor as well as natural flavanol antioxidants.

"Consumers today are searching for new, premium experiences," said Chris Baldwin, Senior Vice President, President, U.S. Commercial Group, The Hershey Company. "Cacao Reserve by Hershey's meets this rapidly growing demand by offering consumers an indulgent chocolate made with carefully chosen, slowly roasted cacao beans, blended with the finest all-natural ingredients. . . ."

"The Cacao Reserve by Hershey's line includes a broad range of premium chocolate products that will let consumers explore different subtleties and intensities of chocolate while learning more about the flavors they prefer. Available in single-serve and take-home bars, truffles and drinking cocoa, the initial line of chocolate bars includes. . . ."

The initial line of Cacao Reserve by Hershey's chocolate bars includes:

- **Premium Milk (35% cacao):** Premium European-style milk chocolate with a smooth, velvety texture
- **Premium Milk with Hazelnuts (35% cacao):** Carefully chopped, premium- grade hazelnuts for great taste and texture
- **Extra Dark (65% cacao):** Slowly roasted beans and a higher cacao level bring out the rich, indulgent flavor of this selection
- **Extra Dark with Nibs (65% cacao):** Includes "the heart of the cacao bean" for crunch and a flavor that is truly unique.

The line will [also] include four premium chocolate bars made with cacao beans from individual countries of origin. Cacao Reserve by Hershey's Country of Origin bars encourage consumers to explore their different nuances of flavor and aroma. The single origin collection includes:

- Java, Indonesia (32% cacao): Fine milk chocolate, caramel taste and a light, tart accent**
- Arriba (50% cacao): Dark milk blend with a hint of herbal notes**
- Santo Domingo (67% cacao): Rich dark chocolate with an intriguing wine and spice character**
- Sao Tome (70% cacao): A blend of rich aromas and subtle spices for a dark, distinct taste**



Russell Stover goes upscale

Posted Feb 13th 2007 9:04AM by [Nicole Weston](#)

Filed under: [Business](#), [Chocolate](#), [Candy](#), [New Products](#), [America](#)

Russell Stover Chocolates started back in 1923 and leads the market in terms of the sales of boxed chocolates. It is the third largest chocolate manufacturer in the US, behind Hershey's and M&M Mars (Masterfoods). Although receiving consistently decent scores in [taste tests](#), the brand has an image of affordability and none of the cache that more upscale

brands - Godiva, Lin but a few - do. Since ever-growing segments Russell Stover has [created and reinvented the brand](#) to appeal to younger consumers, looking for more sophisticated packaging and flavo upscale brands.

Several new lines w Internationale and (designed to compete organic chocolates, same company, will

Consumers will make or break the new products, but industry insiders already see potential in Vanilla Bean Brûlée with 70% Dark Chocolate squares and other similar products, with Candy Industry magazine even giving Russell Stover the Manufacturer of the year award for 2006.

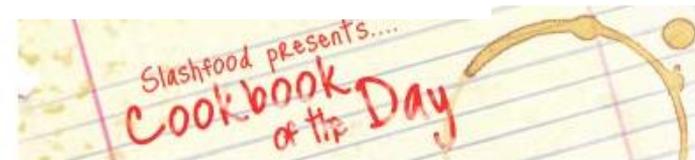


Tip of the Day

For me, the presentation of a dish is critically important. Here's a trick for turning orange peels into beautiful serving bowls for almost anything you can create.

[Learn More](#)

**Started by the uncle of
Duluth Minnesota's own
Russell Stover . . .**



Russ



""Disability is not a 'brave struggle' or 'courage in the face of adversity'...disability is an art. It's an ingenious way to live."-poet and playwright Neil Marcus "

Male
53 years old
DULUTH, Minnesota
United States

Last Login:
4/27/2008

Mood: blah

View My: [Pics](#) | [Videos](#)

Contacting Russ

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|--------------------------------|-----------------------------------|
| Send Message | Forward to Friend |
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MySpace URL:

<http://www.myspace.com/russstover>



Russ's Interests

General	My interests are varied. I enjoy sports, theatre, museums, travel, camping, Bruce Springsteen and old cars. Kids and dogs love me, I can't be all bad.
Music	The Boss, Dylan, Hiatt, Bodeans & more....
Movies	Casablanca, The Razor's Edge, Seabiscuit, & Murderball
Television	Boston Legal, Lettermen and Twins

Russ in your extended network

Russ's Latest Blog Entry [[Subscribe to this Blog](#)]

Christmas Carols for the Challenged ([view more](#))

Stover has been a longtime advocate for working people ([view more](#))

Stover's record is solid ([view more](#))

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Russ's Blurbs

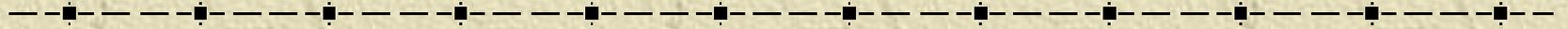
About me:

I am a 52-year-old disabled male who uses a wheelchair due to a genetic bone condition that mostly affects my legs. I have good upper body strength and I'm very mobile. I am independent, active, funny, generous, caring, and a good cook. Never judge a book by its cover. My work puts me before the public, and gives the opportunity to meet many new people. Although it can be alienating sometimes. I live alone (except for my dog and cat) in a home I built on a wooded hillside with a large yard, fireplace, and a beautiful view.

[MySpace Backgrounds from MySpace Editor.](#)



Scaling



chocolates

- ◆ **Belgian**

- ◆ **Cadbury**

In summary

- ◆ **Cadbury**
- ◆ **Whitman**
- ◆ **Brachs**
- ◆ **Hershey** (orig.)
- ◆ **Nestle**

“Nominal” scaling

- **naming something**
- **only names are given to entities**
- **a nominal variable is an item on a list of things**



Scaling

chocolates

- ♦ **Belgian**
- ♦ **French**
- ♦ **Italian**
- ♦ **Spanish**
- ♦ **German**
- ♦ **Swiss**
- ♦ **American**
- ♦ **British**
- ♦ **Venezuelan**
- ♦ **Ecuadorian**



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Top Ten Bars

1. **Amedei** -
Chuao

2. **Michel Cluizel** -
1er Cru de
Plantation Vila
Gracinda

3. **Bonmat** - Chuao

4. **Lindt &
Springli** -
Excellence 85%
(US version)

5. **Amedei**



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Any Category

Any Strength

Any Reviewer

Percentage From: Any To: Any

Order By: Manufacturer Rating Latest review date

“Ordinal” scaling

- **simply putting things in order**
- **“A” may be better than “B”, and “C” better than B, but there is no common unit of measurement**
- **So “A” may or may not be twice as good as “C”, for example**

Scaling

chocolates

- ♦ **Belgian** **best**
- ♦ **French** **best**
- ♦ **Italian** **best**
- ♦ **Spanish** **better**
- ♦ **German** **better**
- ♦ **Swiss** **better**
- ♦ **American** **good**
- ♦ **British** **good**
- ♦ **Venezuelan** **unknown**
- ♦ **Ecuadorian** **unknown**

Scaling

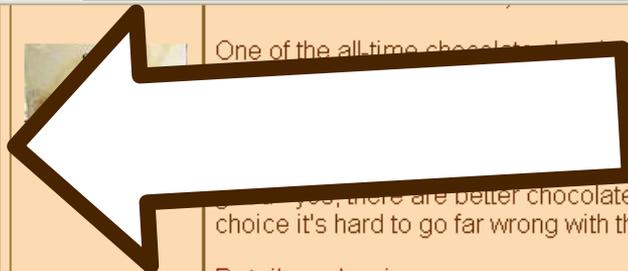
chocolates

- ◆ **Belgian** **best**
- ◆ **French** **best**
- ◆ **Italian** **best**
- ◆ **Spanish** **better**
- ◆ **German** **better**
- ◆ **Swiss** **better**
- ◆ **American** **good**
- ◆ **British** **good**
- ◆ **Venezuelan** **unknown**
- ◆ **Ecuadorian** **unknown**



Top Ten Bars

- 1. **Amedei** - Chuao
- 2. **Michel Cluizel** - 1er Cru de Plantation Vila Gracinda
- 3. **Bonnat** - Chuao
- 4. **Lindt & Sprüngli** - Excellence 85% (US version)
- 5. **Amedei** - Madagascar
- 6. **Pralus** - Le 100%
- 7. **Michel Cluizel** - Hacienda 'Los Anconès'
- 8. **Guittard** - L'Harmonie
- 9. **Domori** - Ecuador
- 10. **Domori** - Chacao Absolute



One of the all-time chocolate... This is the bittersweet... familiar with. With... universal use by 3rd-party... certainly recognise... but prominently. Very... but prominently. Very... if you like yes, there are better chocolates, but as a default choice it's hard to go far wrong with this one.

[Details and review >>](#)



Callebaut - Bittersweet

 Normal, %, Bittersweet
Latest review : 2-Feb-2002, Martin Christy

Bought as block. Details unknown. Contains Hazelnut paste.

[Details and review >>](#)



Callebaut - Bloc Dessert (54.5%)

 Normal, 55%, Semisweet
Latest review : 13-Feb-2006, Alex Rast

Callebaut's masterpiece - a total triumph for a sweet dark chocolate. Did you imagine all sweet dark chocolates would invariably be sugary, pallid, uninviting? Prepare to be converted, with a chocolate which bears comparison to chocolates twice its intensity. For anybody who likes their chocolate sweet, this should be their first choice. And even those who prefer darker chocolates should taste this one to experience the remarkable fact that a sweet dark chocolate can have the complexities and flavour nuances of even the high-percentage bittersweets.

[Details and review >>](#)



Top Ten Bars

- 1. **Amedei** - Chuao
- 2. **Michel Cluizel** - 1er Cru de Plantation Vila Gracinda
- 3. **Bonnat** - Chuao
- 4. **Lindt & Sprüngli** - Excellence 85% (US version)
- 5. **Amedei** - Madagascar
- 6. **Pralus** - Le 100%
- 7. **Michel Cluizel** - Hacienda 'Los Anconès'
- 8. **Guittard** - L'Harmonie
- 9. **Domori** - Ecuador
- 10. **Domori** - Chacao Absolute



Italy

One of the all-time chocolate classics. This is the bittersweet chocolate we're all probably most familiar with. With widespread distribution and nearly universal use by 3rd-party chocolatiers, it's a flavour you'll almost certainly recognise. The fruity Callebaut signature stands out prominently. Very good - yes, there are better chocolates, but as a default choice it's hard to go far wrong with this one.

[Details and review >>](#)

France

France Swiss



Callebaut - Bittersweet

Normal, %, Bittersweet
Latest review : 2-Feb-2002, Martin Christy

Bought as block. Details unknown. Contains Hazelnut paste.

[Details and review >>](#)

Italy

France

France

Franco-American Venezuela Venezuela



Callebaut - Bloc Dessert (54.5%)

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Latest review : 13-Feb-2006, Alex Rast

Callebaut's masterpiece - a total triumph for a sweet dark chocolate. Did you imagine all sweet dark chocolates would invariably be sugary, pallid, uninviting? Prepare to be convinced. With a chocolate which was 50% isn't 50% chocolates twice its intensity. For anybody who likes their chocolate sweet, this should be their first choice. And even those who prefer darker chocolates should taste this one to experience the remarkable fact that a sweet dark chocolate can have the complexities and flavour nuances of even the high-percentage bittersweets.

[Details and review >>](#)

French methods

Scaling



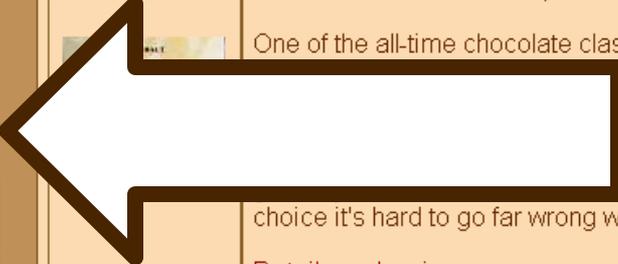
chocolates

- ◆ **Belgian** **70+%** cacao
- ◆ **Godiva** **70%** cacao
- ◆ **Ghirardelli** **40%** cacao
- ◆ **Cadbury** **08%** cacao
- ◆ **Whitman** **xx%** cacao
- ◆ **Brachs** **xx%** cacao
- ◆ **Hershey** (orig.) **10%** cacao
- ◆ **Nestle** **10%** cacao



Top Ten Bars

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[Details and review >>](#)

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Alex Rast
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Alex Rast
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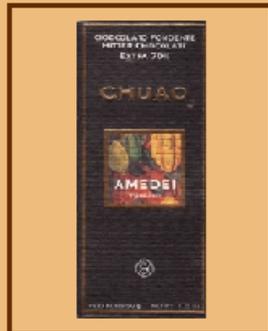
Top Ten Bars

1. **Amedei** - Chuao

2. **Michel Cluizel** - 1er Cru de Plantation Vila Gracinda

HOME > Chocopaedia > Chocolate Bars > Amedei > Chuao

Amedei - Chuao



Site Rating:
Percentage cocoa: **70%**
Strength: **Bittersweet**
Type: **Normal**

Guide Price £: **£4.95**
Guide Price €: **€**
Guide Price \$: **\$8.75**

Buy this bar in the shop

Ingredients: **Cocoa mass , sugar , cocoa butter , lecithin , vanilla**

A super-strong, extremely characteristic chocolate, archetypal of its cacao varietal. It brings out all the intensity and complex character of the Chuao bean in a way that can only be described as sublime - both overwhelming and inspiring at the same time. A bar sure to excite strong passions in those who try it.

Manufacturers info:

Cocoa as you've never taste it before; the flavour of a legend. "Chuao" takes its name from the Venezuela peninsula where the seeds are produced as initial flavour of plums, red fruits and an aromatic and sumptuous. For the first time this natural blend is produced in its pure state. A Cecilia Tessieri to establish the correct strenght of this chocolate improves after a 20 day refinement period.

Review by **Hans-Peter Rot**, 2 Oct 2006 - 9.3/10



Add your own review in our forum.

SCORE		
Aroma:	9	(/10 - weight: 10/100)
Look:	8	(/10 - weight: 5/100)
Taste:	9.5	(/10 - weight: 35/100)
Melt:	8.5	(/10 - weight: 5/100)
Length:	9.5	(/10 - weight: 15/100)
Opinion:	9.5	(/10 - weight: 30/100)
Total:	9.3	(/10 - weighted Total)

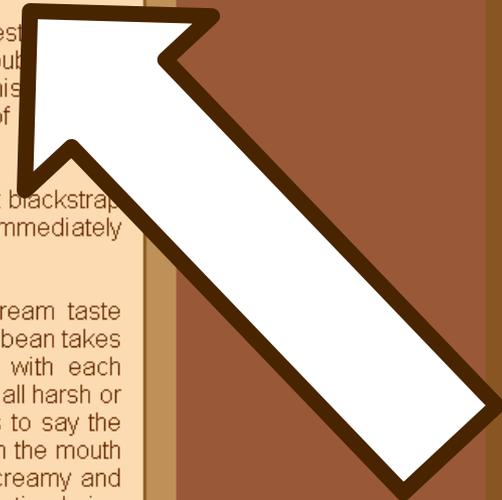
Review by **Alex Rast**, 6 Oct 2005  - 9.4/10

Upon unwrapping, the bar looks very well-made. If there is the barest moulding marks on the back of the bar, and perhaps a very few but extremely minor - a level typical of the very best, most conscientious finishers - the colour is gorgeous, a dark, alluring terra-cotta that has the sheen of temper.

Aroma is powerful and characteristic of a Chuao, with a predominant blackstrap molasses twang, accented with highlights of coffee and olives. It's immediately apparent that this is going to be one strong chocolate.

The immediate flavour is strikingly delicate - a strawberries and cream taste typical of high-grade Criollos. But then the brute strength of the Chuao bean takes over, intense, blueberry and coffee that simply mounts in strength with each passing moment. At the end there is a characteristic bitter kick, not at all harsh or unpleasant but once more one of the signatures of Chuao. Needless to say the length is immense and durable - molasses and blueberries mingling in the mouth for many minutes after finishing the bar. Texture is excellent - very creamy and smooth, but not quite perfectly smooth, in what appears to be a stylistic choice rather than a process defect. Strong stuff - not for the timid. In many ways a challenging chocolate but indisputably a magnificent one.

Add your own review in our forum.



If something was ranked and listed as a 4.5 would that mean that it was only half as good as a 9.0 chocolate ?

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- Top Ten Bars**
1. **Amedei** - Chuao
 2. **Michel Cluizel** - 1er Cru de Plantation Vila Gracinda
 3. **Bonnat** - Chuao
 4. **Lindt & Sprüngli** - Excellence 85% (US version)
 5. **Amedei** - Madagascar
 6. **Pralus** - Le 100%

A perfect example of how not to present a chocolate at this range. Mild, bitter, and musty are all adequate descriptions, conveying exactly what Slitti has delivered and what all other chocolatiers should avoid. Horribly imbalanced as well, this is a chocolate that needs to go back to the drawing board.

Manufacturers info:

Gran Cacao is a blend of fine cacaos originating from Central America, developed to enhance the aroma and fragrance of the best cacao. It's balanced acidity, blending, and flavour make it a great chocolate of it.

This product is intended to meet the requirements of the most demanding connoisseur who wants to perceive from chocolate all the organoleptic sensations that a wonderful fruit can give.

Review by **Alex Rast**, 2 Nov 2006  - 6.5/10

Slitti encases its chocolate in impregnable plastic wrap, an irritation to open but it lets you inspect the finish right away, which is superb - beautifully moulded and shiny, dark reddish brown in colour. Some unevenness on the back side reminds you that this is still an "artisan" bar.



If something was ranked and listed as a 4.5 would that mean that it was only *half* as good as a 9.0 chocolate?

Or would an 8.0 compared to an 9.0 be the same *difference* as a 5.0 compared to a 6.0?
(one unit)

**For that to be the
case you would have
to have an
"Interval"
or
"Ratio"
scale**

5. An
Mad:

6. Pralus - Le
100%

inspect the finish right away, which is superb - beautifully moulded and shiny, dark reddish brown in colour. Some unevenness on the back side reminds you that this is still an "artisan" bar.

“Interval” scaling

- **putting items at fixed intervals**
- **and their values can be rank ordered**
- **and the distances between the attributes are meaningful**

“Interval”

scaling

- **there are few interval variables that are not also ratio variables**
- **it is common practice in the social sciences to refer to ratio variables as interval variables**

“Ratio” scaling

- **there is a common unit of measurement**
- **and a true zero point**
- **allows members of the culture to transform every other dimension and compare them monetarily**

“Ratio” scaling

- there is a common unit of measurement
- **and a true zero point**
- allows members of the culture to transform every other dimension and compare them monetarily

“Ratio” scaling

- **interval variables that have a zero point**
- **there are few interval variables that are not also ratio variables**
- **it is common practice in the social sciences to refer to ratio variables as interval variables**

Scaling



chocolates

♦ Belgium	\$1.62
♦ Godiva	\$1.08
♦ Ghirardelli	\$.69
♦ Cadbury	\$.41
♦ Whitman	\$.29
♦ Brachs	\$.28
♦ Hershey	\$.24
♦ Nestle	\$.23

The winner



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Amedei Wins the Chocolate Award A Third Time

PR Newswire, Feb 14, 2008

E-MAIL PRINT LINK

NEW YORK, Feb. 14 /PRNewswire/ -- After an examination by the Committee of Experts of the London Academy of Chocolate Awards of about 300 companies operating in the chocolate sector, for a third year, Amedei, from Tuscany, Italy wins the Award for the best chocolate in the world and, while obtaining four Golden and four Silver Awards.

Amedei's Toscano Black 63% won the 'best bean to bar' Award.

The Gold Awards were received for four of Amedei's Chocolates including Toscano Black 63%, Porcelana, Chuao, and Milk chocolate with hazelnuts.

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How to Add Pizzazz to Your Speech

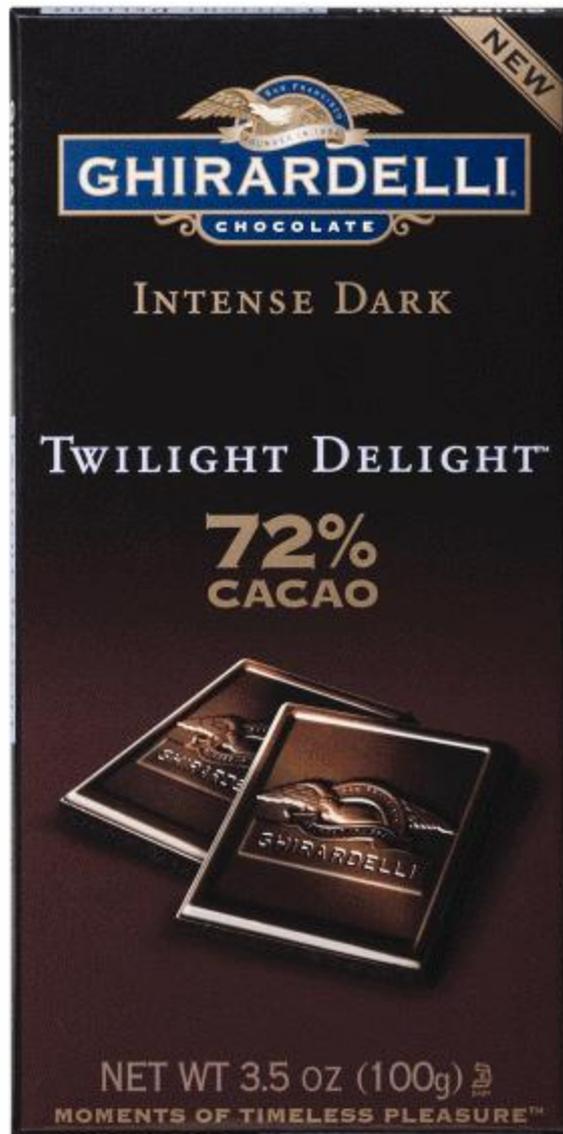


Whether you're pitching a product

Scaling

chocolates

- ◆ **Belgian** best
- ◆ **French** best
- ◆ **Italian** best
- ◆ **Spanish** better
- ◆ **German** better
- ◆ **Swiss** better
- ◆ **American** good
- ◆ **British** good
- ◆ **Venezuelan** unknown
- ◆ **Ecuadorian** unknown



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- Intense Dark™ Chocolate

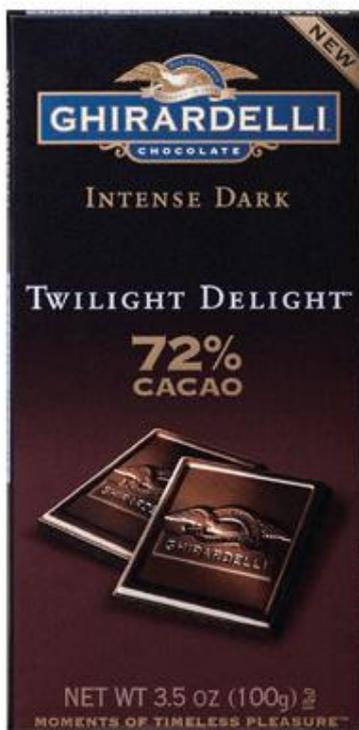
> Twilight Delight

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- > New! Midnight Reverie
- > Citrus Sunset
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TWILIGHT DELIGHT



> WHERE TO BUY

Ghirardelli introduces **Twilight Delight™** with pure, decadent 72% Cacao dark chocolate. The luxuriously deep and velvety chocolate delivers a moment of unrivaled chocolate intensity.

Savor the pleasurable and relaxing finish to the day and experience a moment of timeless pleasure as the intense chocolate lingers and time stands still.

Flavor Notes: Highly aromatic, this bar has mocha, blackberry and dark cherry notes with an intense chocolate flavor and silky smooth texture. This sensuous chocolate has a long finish and a delightful, lingering flavor.

**And what do the
critics say ?**

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Top Ten Bars

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5. **Amedei** - Madagascar

6. **Pralus** - Le 100%

7. **Michel Cluizel** - Hacienda 'Los Anconès'

Manufacturers info:

The luxuriously deep and velvety 72% cacao dark chocolate in Ghirardelli Twilight Delight delivers a moment of unrivaled chocolate intensity. Savor the pleasurable and relaxing finish to the day with Twilight Delight. Enjoy as the intense chocolate pleasure lingers and time stands still.

Review by **Alex Rast**, 12 May 2006  - 8.4/10

Ghirardelli continues to defy expectations and produce first-quality chocolate from mass-market manufacture. Here is yet another winner - one that puts Ghirardelli strongly in high company in the crowded 70%-class field, with lots of marks of distinction and some truly unusual flavours that set it apart. It's still a hair short of perfection, and perhaps this is to be expected, but it is a bar that will have you reveling in complexities and interesting twists while staying well-balanced and approachable.

Interestingly given that Ghirardelli has now been bought by Lindt, the new bars have exactly the same packaging as Lindt's Excellence bars - a commendable sealed foil inside cardboard box. The bar within this secure enclosure looks a little dark, raising the alarming prospect of lesser-quality beans, but the finish is impeccable. It has a smoothness and a sheen that are so visibly apparent that it shrieks of luxury and sophistication, even if the overall presentation raises some minor red flags.

Aroma is classic Ghirardelli - that is to say, very dark. Coffee immediately comes to the fore, complemented by cocoa, a neutral and very black smell to say the least. Some flashes of coconut here and there add a lighter, more delicate counterpoint. Hints of

Criticisms? Texture is a little lacking, for in spite of the silken finish it's not as smooth nor as creamy as some, being fairly average on that front. The flavour, for all its high points, never delivers anything really visceral - it's very pleasant yet there's not a point where one is blown away. However, would that more chocolates had this problem! It's a fine effort and almost the maximum you can expect at this production scale. What Ghirardelli is doing is in fact one of the most commendable things of all: bringing truly fine chocolate into the living rooms (and mouths) of ordinary Americans.

 Add your own review in our forum.

SCORE		
Aroma:	8	(/10 - weight: 10/100)
Look:	8	(/10 - weight: 5/100)
Taste:	8.5	(/10 - weight: 35/100)
Melt:	8	(/10 - weight: 5/100)
Length:	8.5	(/10 - weight: 15/100)
Opinion:	8.5	(/10 - weight: 30/100)
Total:	8.4	(/10 - weighted Total)

**Have a go at a taste test
and see what you think . . .
but try
the “Italian” chocolate first**

Of course, one could ask

What is “Italian”

- **Country of origin of the finished product ?**
- **Chocolate style/recipe ?**
- **Country of corporate owner ?**
- **Location of factory/division of the company ?**
- **Country of origin of the key raw materials ?**
- **Does globalization matter ?**

Ghirardelli Chocolate Company

From Wikipedia, the free encyclopedia

(Redirected from [Ghirardelli](#))

The **Ghirardelli Chocolate Company** is a [United States](#) division of [Swiss](#) candy-maker [Lindt & Sprüngli](#). The company was founded by [Italian](#) chocolatier [Domingo Ghirardelli](#).

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- [1 From Italy to South America](#)
- [2 The move to California](#)
- [3 Flavors](#)
- [4 External links](#)
- [5 References](#)



The Ghirardelli sign in San Francisco

From Italy to South America

[\[edit\]](#)

In 1817, Domenico Ghirardelli was born in [Rapallo, Italy](#) (near Genoa) to an exotic foods importer and his young wife. At a young age, Domenco was introduced to the chocolate and confectionary trade when he apprenticed for a local candy maker. At the age of 20, Ghirardelli married his first wife, and set sail to [Uruguay](#) to partake in the South American chocolate trade. Here, he took a job in a "coffee and chocolate establishment."

A year later, attracted by opportunities in [Lima](#), Ghirardelli sailed around [Cape Horn](#) to [Peru](#). Fatefully, Ghirardelli opened a confectionery store next to a cabinet shop owned by an American, [James Lick](#). Enticed by the stories of prosperity in North America, in 1847 Lick left for San Francisco, taking 600 pounds of neighbor Ghirardelli's Chocolate

And anyway,

Xocolatl

(the original “*choco-atl*”)

is really

Nahuatl (Aztec)

[but they just drank it

as a liquid (*-atl*)]

Chocolate

Chocolate \Choc'o*late\, noun. [Spanish expression, from the Mexican name of the cacao. Compare to Cacao, Cocoa.] -- Webster's Online Dictionary



Chocolate is created from the cocoa bean. A cacao tree with fruit pods in various stages of ripening.

[Wikipedia](#)

Google Search: [Society](#) > [Food](#) > [Confectionery](#) > [Chocolate](#)



Scientists believe the first cacao beverages were sipped from vessels like this one, which was found in northern Honduras.

New analyses of similar pottery fragments suggest people have been enjoying chocolate for more than 3,000 years—about 500 years earlier than previously believed

What's Next In EU Wars ?

Coming Attraction?

European Union

“Vodka Wars”

November 2006 - ?



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Vodka war

From Wikipedia, the free encyclopedia

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Vodka war refers to heated discussions within the **European Union** about the definition of which **hard liquors** may or may not be **branded** as "**vodka**".^{[1][2] [3]} The war was triggered by the actions of **Diageo**, who began marketing their **Cîroc** vodka as uniquely produced exclusively from **grapes**.^[4]

The countries of the EU "**Vodka Belt**" argue that only spirits made exclusively from **cereals**, **potatoes** and **sugar beet molasses** may be branded *vodka*. Other distillers insist on a broader definition. The **Schnellhardt compromise**, proposed by **Horst Schnellhardt**, suggests that vodkas made from items other than cereals, potatoes and molasses should say "Vodka produced from..." on the label.^[1]

On **February 20, 2006 Poland** put a demand to restrict the definition of Vodka within EU, and the move was supported by the vodka belt countries and **Germany**^[5] This demand was triggered by a 2005 **European Commission** proposal to split vodka category into several subcategories basing on the flavor and raw materials.

If the Vodka Belt prevails, it will significantly influence the global \$12 billion annual^[3] vodka market. In particular, many popular vodkas, such as **grape** vodka **Ciroc** will have to be re-branded.

The issue goes beyond the EU: opinions are expressed that the **United States**, fastest-growing vodka producer, if its non-traditional vodkas are expelled from the EU, it may retaliate in the **World Trade Organization**.^[3]

Contents [hide]

- 1 Arguments for restricted definition
- 2 Arguments for broad definition
- 3 Schnellhardt compromise

The countries of the EU "Vodka Belt" argue that only spirits made exclusively from cereals, potatoes and sugar beet molasses may be branded vodka. Other distillers insist on a broader definition. The **Schnellhardt compromise**, proposed by **Horst Schnellhardt**, suggests that vodkas made from items other than cereals, potatoes and molasses should say "Vodka produced from..." on the label.^[1]

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Germany
proposal
and raw

If the Voc
annual^[3]
Ciroc wil

The issu
fastest-g
the EU, it may retaliate in the World Trade Organization.^[3]

Does this labeling "compromise" sound familiar ?

ion
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States,
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Last Updated: Monday, 11 September 2006, 07:54 GMT 08:54 UK

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Stepping blind into the vodka war

By Stephen Mulvey
EU reporter, BBC News

James Bond is well known for ordering his vodka martini shaken not stirred, but he never seems to have specified what the vodka should be made of.

It is possible that, like many vodka drinkers, he was not even aware that some brands are made from wheat, others from rye, barley, potato, beet and cane sugar, fruit, or even maple syrup.

In one popular Russian novel, vodka is made from a wooden stool - which is not quite so fantastic as it seems, as the drink was once made commercially from the by-products of wood-pulp processing.



Daniel mixes Claridge's own cocktail of orange vodka and port

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Spirited debate shakes vodka world

BY DAN BILEFSKY, New York Times, Published Monday, November 27, 2006

RIGA, Latvia — Polish lore has it that vodka was distilled from coal during Communist times after efforts to use chickens backfired. In Sweden, vodka once was produced from paper-mill residue. But vodka purists of today have little patience for alternative ingredients.

Text Size: A A

A

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beer, wine and ice), which became popular with Hollywood celebrities in the 1950s.

“If it wasn’t for the U.S., there would be no global vodka industry,” Butler said.

The vodka skirmish underlines the challenges the European Union faces in regulating a giant bloc of 470 million consumers where traditions, alcoholic or otherwise, run deep. Europe has already imposed geographic naming restrictions on 600 products ranging from wines to cheeses.

For example, only Greek companies that use goat milk and special production methods can market and sell feta cheese within the bloc, much to the annoyance of producers in Denmark and France. Belgium and Britain spent two decades arguing over what fat to allow in chocolate: Britain wanted to allow any vegetable fat; the Belgians demanded only cocoa butter.

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The image is a screenshot of a web browser window. The address bar shows the URL: <http://www.duluthnewtribune.com/articles/index.cfm?id=29376§ion=News>. The main content area displays a text snippet from an article. A large, hand-drawn grey oval highlights the second paragraph of the text. At the bottom of the browser window, there is a search bar with the text "Find:" and a "Match case" checkbox.

http://www.duluthnewtribune.com/articles/index.cfm?id=29376§ion=News|

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Pernod Ricard wins Absolut race

French alcohol giant Pernod Ricard is to buy Vin & Sprit, maker of Absolut vodka, from the Swedish government.

The 55bn kronor (\$9.24bn; £4.6bn) deal follows months of speculation over who would buy the state-owned firm and the world's second largest vodka label.

The government, which is selling the label as part of privatisation push - said that Absolut would stay in Sweden.

Diageo was a contender, but last month agreed to form a joint venture with the makers of Dutch vodka brand Ketel One.

Another potential suitor had been Bacardi, which got a foothold in the premium vodka market in 2004, buying the Grey Goose label.

'World leader'

With a turnover of about 1bn euros (\$1.3bn; £680m), Vin & Sprit employs 2,500 people in 10 countries.



Absolut is the world's fourth-largest selling spirit.

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