

Once upon a time...  
there was chocolate

# Chocolate – a 5,000-Year History

Once upon a time, in South and Central America, more specifically in the Amazon, there was a cocoa bean.

Five thousand years ago, the Aztecs and Mayans used it as currency. Jars containing cocoa remains have been found during archaeological excavations in Ecuador, Mexico, Honduras, Guatemala and even in the southern United States.

Back then, chocolate was consumed as a drink. It's been eaten in a solid form for only 300 years!



MAN CARRYING A COCOA POD  
Aztec sculpture, circa 1440-1521  
Brooklyn Museum

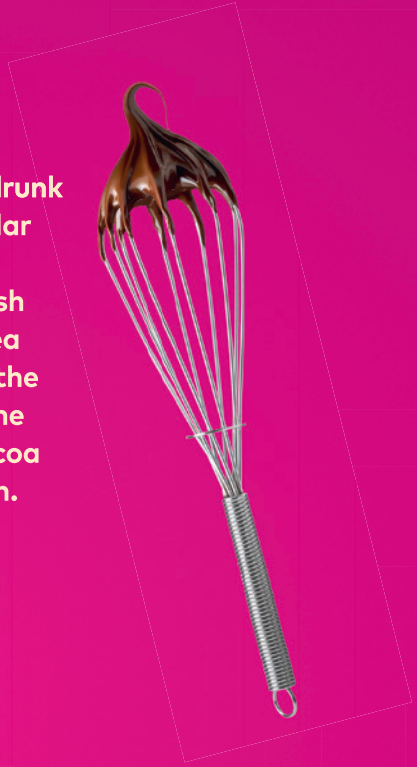


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# Developing the Right Recipe

The chocolate drink, which was drunk warm at the time, was not popular with the conquerors because of its bitter taste. It was the Spanish monks who came up with the idea of drinking it hot and modifying the recipe, substituting honey for cane sugar and chili for cinnamon. Cocoa was mixed with milk only later on.

The taste qualities and virtues of chocolate made it a highly popular delicacy... and that's still the case today!



STILL LIFE WITH A CHOCOLATE SERVICE  
Luis Eugenio Meléndez, 1770  
Prado Museum

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# From the Cocoa Tree to the Chocolate Bar

Several steps are necessary to create chocolate as we know it.



**1 Harvest and shelling**  
Cocoa pods, the fruit of the cocoa tree, are harvested by hand twice a year. They are then opened to release the cocoa beans.



**2 Fermentation and drying**  
The seeds ferment in the soil for 4-7 days, then turn brown.



**3 Crushing and roasting**  
The beans are sorted and stripped of their husks. They are then roasted to bring out the cocoa aromas.



**4 Grinding**  
The beans are ground into a thick paste, rich in cocoa butter - cocoa paste.



**5 Pressing, mixing and refining**  
The cocoa paste is mixed with sugar, cocoa butter and sometimes milk to produce a fine, melting paste.



**6 Conching and tempering**  
The chocolate is mixed for a long time to make it smoother and to refine its taste. These steps result in a shiny, smooth and firm product once cooled.

Bars, candies, or bunny mould...  
the choice is yours!



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# The Mysterious Pink Chocolate



Since 2017, it has been possible  
to enjoy four types of chocolate:



It took a decade of research and testing to  
produce ruby chocolate. It has a beautiful,  
naturally pink colour and a fruity flavour.

Chocolatier Barry Callebaut uses an exclusive  
and secret process that extracts the flavour  
and colour of pink chocolate without the  
addition of berries, colouring or flavouring.



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# Dark Chocolate – the Best in Class

Numerous studies have shown the benefits of dark chocolate. Here are a few good reasons to enjoy it, guilt-free\*!

- It stimulates memory and concentration, thus improving intellectual performance.
- It is a natural antidepressant and helps maintain mood.
- It helps fight insomnia and promotes sleep.
- It helps to reduce blood pressure.
- It has antioxidant properties.
- It reduces stress and improves athletic performance.



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# Did You Know?

Chocolate provides a more intense euphoria and makes the heart beat faster than a kiss.



The Brussels airport in Belgium is the biggest seller of chocolate in the world, selling more than 800 tons of chocolate every year.

Hershey's produces 70 million chocolates every day.




In Alfred Hitchcock's classic movie *Psycho*, the blood seen in the famous shower scene was actually chocolate syrup.



Alfred Hitchcock directing actress Janet Leigh on the set of *Psycho*





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## Step up to the challenge!

*\* Answers are mandatory*

- \* 1. Five thousand years ago, how was chocolate consumed?**

Answer: \_\_\_\_\_

- \* 2. How did the chocolate taste back then?**

Answer: \_\_\_\_\_

- \* 3. During which step of preparation does the cocoa bean become a thick paste?**

Answer: \_\_\_\_\_

- \* 4. What is the taste of pink chocolate?**

Answer: \_\_\_\_\_

- \* 5. True or false? Chocolate can help you sleep.**

Answer: \_\_\_\_\_

- \* 6. Which European city sells the most chocolate every year?**

Answer: \_\_\_\_\_

## Let's keep in touch

*\* Answers are mandatory*

- \* Which Cominar shopping centre invited you to learn more about chocolate's history?** \_\_\_\_\_

- \* How old are you?**

18 and under    19-24 years    25-34 years    35-44 years

45-54 years    55-69 years    70 years and over

- \* Would you like to be eligible for a chance to win a chocolate prize?**

Yes    No

- \* Would you like to sign up to the shopping centre's newsletter?**

Yes    No

**If you have answered yes to either of the previous two questions, please enter your email address** \_\_\_\_\_

- \* What is your postal code?** \_\_\_\_\_

Please submit this form to the Customer Service Department of your shopping centre before April 18. Draw for the chocolate prize on April 19.