



Primary Educational Kits



contents

The Secret World of Chocolate	3
Turning Cocoa Beans into Chocolate	4
How is Cadbury® Dairy Milk™ Milk Chocolate Made?	5
The History of Chocolate	6
Go Back in Time with Cadbury	7
Cadbury's Popular Brands	8
Cadbury in Australia & New Zealand	9
How Do You Make The Natural Confectionary Co Jellies?.....	10
How Well Do You Know Freddo Frog?	11
Cadbury World - Chocolate Comes to Life	11
Cadbury Cares	12
Purple Goes Green	13
Be Treatwise	14
Contacts	15



the secret world of chocolate

For hundreds of years, chocolate has been a favourite treat for many people across the globe. Read on to learn more about the cocoa bean, the history of chocolate and Cadbury.

WHERE DOES CHOCOLATE COME FROM?

It all begins with a cocoa bean. Cocoa beans grow on cocoa trees, which look a little like apple trees with wide, dark green leaves.

Cocoa trees grow best in warm, humid places with plenty of rainfall called **equatorial rainforests**. The main countries where cocoa grows are Brazil, Ecuador, Ghana, Nigeria, Cote d'Ivoire, Malaysia and Indonesia.

Cadbury Australia and New Zealand source their cocoa from Ghana in West Africa and South East Asia.

FUN FACT

The Cadbury Roses box was made to look like a style of handbag called the Dorothy.



Flag of Ghana



Cadbury Australia and New Zealand source their cocoa from Ghana, West Africa and South East Asia



Ghanian Cocoa Farmer

turning cocoa beans into chocolate

1. Cocoa pods are cut down from trees and the **pulp** and beans are removed from the pod.
2. The cocoa beans are put on a layer of banana tree leaves, with more leaves on top to cover them. They are left for several days to **ferment** until the pulp around the beans becomes liquid and drains away.
3. The wet beans are left to dry in the sun.
4. The dried cocoa beans are taken to buying stations to be weighed and packed.
5. Cadbury purchases the cocoa beans and transports them to its factories.
6. The beans are emptied on to a conveyor belt to be cleaned then put in a 'continuous roaster' where hot air is blown on to the beans.
7. The roasted beans are broken into smaller pieces (**kibbled**), and the shells are blown away (**winnowed**) leaving the centre of the beans (**nibs**).
8. The nibs are ground between metal rollers until they become a thick cream-like chocolate – coloured liquid called '**mass**' or '**cocoa liquor**'.
9. Mass is the basic ingredient for all cocoa and chocolate products!

Activities:

1. Create a list of highlighted words and write their definitions or explanations.
2. On a map of the world, show where equatorial rainforests are. Using the internet, see how many countries you can find that grow cocoa and mark them on your map.
3. Complete a project on Ghana, showing its location, what products the country produces, how the people live, the flag, and find out some interesting facts.
4. Draw a process line showing all the steps from cocoa tree to chocolate mass.



Cocoa Pods



The Finished Product

FUN FACT

In India, cocoa trees are often called Cadbury trees!

how is cadbury® dairy milk™ milk chocolate made?

1. Mass is mixed with fresh full cream milk, **cocoa butter** and sugar to make a creamy chocolate liquid, which is then **evaporated** to make milk chocolate crumb. This is the base ingredient in Cadbury® Dairy Milk™ milk chocolate.
2. The crumb is ground in a special machine called a pin mill and mixed with cocoa liquor and cocoa butter, as well as special chocolate flavouring.
3. Next, the mixture is **conched** (rolled and kneaded by a machine until it becomes smooth) and **tempered** (cooled).
4. Now it is ready to be used in all Cadbury's blocks of chocolate, turned into an Easter Egg, or perhaps poured over a Crunchie or Pinky Bar.

FUN FACT

New Zealanders on average eat around 126,400 Cadbury Jaffas per day.

Activities:

1. Add the highlighted words to your word list
2. Complete Part 2 of your cocoa process line and show all the steps of turning cocoa into chocolate



Cadbury Easter Eggs in Factory



Cadbury® Dairy Milk™ Milk Chocolate in Factory



the history of chocolate

The first people to discover the delicious secret of the cocoa bean were the ancient **Mayans** of South America. The cocoa plant grew well in the rainforests of the Mayan empire.

Back in 600 AD, the Mayans mixed cocoa bean paste with water, chilli peppers, cornmeal and other ingredients to make a frothy, spicy drink called '**xocoatl**' which means bitter water. It was very different from the sweet treat we know today.

Cocoa beans were very valuable to the Mayans. Four cocoa beans could buy a pumpkin and ten beans bought a rabbit. Mayan traders would travel far and wide to sell the cocoa beans and this is how they reached the **Aztecs**.

The Aztecs built a great city in 1325 called **Tenochtitlan**. Due to the dry climate, the Aztecs couldn't grow cocoa, so they had to get supplies of cocoa beans by trade. They loved mixing cocoa beans into a spicy drink.

Activities:

1. Find where the Mayan empire was located on a map of the world.
2. Do you know how to say "xocoatl"?
3. Look at your lunch and guess how many cocoa beans you could trade for each piece of food.
4. Find out who the Aztecs were and where they lived. Where was Tenochtitlan?
5. Add highlighted words to your word list.
6. Make a timeline showing the main events leading to chocolate reaching England.
7. Draw a time-map of the journey cocoa took from the Mayan empire to parts of Europe.

HOW CHOCOLATE WENT TO EUROPE

In 1517, a Spanish adventurer named **Don Hernan Cortes** landed on the Mexican coast and made his way to Tenochtitlan. The Emperor of the Aztecs, **Montezuma**, welcomed Don Hernan Cortes and introduced him to the "xocoatl" drink.

Unfortunately, Cortes wasn't very friendly towards the Aztecs and he attacked their city in 1520, before going back to Spain in 1528 with cocoa beans and chocolate drink-making equipment. Spanish **monks** in monasteries learned how to prepare the beans and served the drink hot with cinnamon, nutmeg and sugar.

An Italian traveller, Francesco Carletti, visited Central America and saw how the cocoa beans were made into a drink and by 1606, chocolate was well established in Italy. News about an amazing new food called chocolate began to spread. Slowly, the French, Dutch and Germans heard of this new drink and in the 1650s, it reached England.

Learn more about the history of chocolate at:

<http://www.cadbury.com.au/About-Chocolate/Discovering-Chocolate.aspx>

<http://www.cadbury.co.nz/About-Chocolate/Discovering-Chocolate.aspx>



go back in time with cadbury

In 1824, **John Cadbury** was twenty-two years old, and that's when he opened his first grocery shop in Birmingham, England. His shop sold chocolate in blocks which customers would scrape off into a cup, adding hot milk or water to make a drink.

By 1831, chocolate was very popular which led John Cadbury to rent a small factory close to his shop. This was the very beginning of the Cadbury chocolate business. After John Cadbury retired, his sons Richard and George inherited and ran the Cadbury business.

The Cadbury story changed forever when the brothers visited a factory in Holland and brought back a new **cocoa press**. The press made better quality cocoa and cocoa butter than previously available and with this press the Cadbury brothers made a new kind of eating chocolate.

During this time, George Cadbury planned the layout of Cadbury's new factory in **Bournville** in the south side of Birmingham. By 1899 their Bournville factory tripled in size with more than 2,600 employees.

The Cadbury brothers cared for their workers and wanted to help improve their working and living conditions. Cadbury was the first company to introduce a half working day on Saturday and young workers were encouraged to attend night school. The new factory at Bournville provided heated dressing rooms, kitchens, gardens, sports fields and a swimming pool for the workers. Although we may take these things for granted now, these conditions were very special in the nineteenth century.

Learn about Cadbury's history at:

<http://www.cadbury.com.au/About-Cadbury/The-Story-of-Cadbury.aspx>

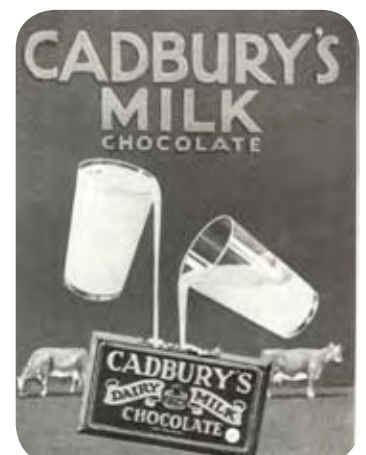
<http://www.cadbury.co.nz/About-Cadbury/The-Story-of-Cadbury.aspx>

Activities:

1. Who started the Cadbury business?
2. Why did their trip to Holland change things for Richard and George Cadbury?
3. Add highlighted words to your word list.

FUN FACT

One cocoa pod makes two 50g bars of Cadbury® Dairy Milk™ Milk Chocolate



Old Cadbury Advertisements



cadbury's popular brands

Cadbury makes chocolate and lollies.

Cadbury Dairy Milk is our most popular product in New Zealand and Australia; but each country has its own favourites:

AUSTRALIA'S FAVOURITES

Cherry Ripe, Crunchie, Turkish Delight, Twirl, Flake, Picnic, Freddo Frog



NEW ZEALAND'S FAVOURITES

Pineapple Lumps, Chocolate Fish, Moro, Cadbury Jaffas, Pinky



We also make The Natural Confectionery Co lollies, Pascall lollies and Green & Blacks chocolates.

Learn more about Cadbury's brands at:

<http://www.cadbury.com.au/Products.aspx>

<http://www.cadbury.co.nz/Products.aspx>

<http://www.thenaturalconfectioneryco.com.au>

<http://www.greenandblacks.com/anz/>

cadbury in australia

In 1919, Cadbury opened a chocolate factory in Australia. Claremont in Tasmania was chosen because it was close to Hobart city, had access to **hydro-electricity** and a good supply of fresh milk.

Cadbury was the official chocolate supplier to the Australian Armed Forces during World War 2 (1939-1945). Troops were given chocolate rations made to a special non-melting formula. Chocolate was an important energy source for the troops throughout the war.

Cadbury has since opened other factories in Ringwood and Scoresby in Victoria and Dunedin in New Zealand.

Learn more about Cadbury's history at <http://www.cadbury.com.au/About-Cadbury/Cadbury-in-Australia.aspx>



Cadbury, Claremont Tasmania

cadbury in new zealand

In 1868, Richard Hudson arrived in Dunedin, New Zealand and established a biscuit bakehouse. His business was very successful and in 1884 he bought and operated a chocolate and cocoa factory, joining with Cadbury in 1930. It was in that year New Zealand's first block of Cadbury chocolate came off the Dunedin production line.

Learn more about Cadbury NZ at <http://www.cadbury.co.nz/About-Cadbury/Cadbury-New-Zealand.aspx>

Activities

1. On a map pinpoint all Cadbury's factories in Australia and New Zealand.
2. Why were the troops in World War 2 given chocolate? What was special about this chocolate?

how do you make the natural confectionery co jellies?

1. Jellies are made in the special test kitchens.
2. It all starts with the food technologists who create a new and exciting recipe and test it out on taste testers.
3. Once they give it the thumbs up, the new flavour is given a new character and its own mould.
4. At the factory all the natural ingredients are combined and the mixture is heated and poured into moulds.
5. The jellies are dried in special drying chambers, separated from their moulds and then mixed into batches by colour and weight.
6. They are then heat-sealed into packs to keep fresh until people enjoy them!

FUN FACT

When eating chocolate bunnies at Easter, 76% of people eat the ears first, 5% start with the feet and 4% start with the tail, while the other 15% bite anywhere!



How The Natural Confectionery Co Jellies are made



how well do you know freddo frog?

Did you know that Freddo Frog is over 80 years old? Freddo Frog is one of Cadbury's most popular products. He was made in 1930 by Mr Harry Melbourne who told his boss that children would like a chocolate frog more than a chocolate mouse. Today, you can even go on an online adventure with Freddo. You will need to ask your parents or guardian permission before you log on: <http://www.freddo.com.au/>



Go on an adventure with Freddo Frog

MORE ABOUT CHOCOLATE FISH

The Chocolate Fish—pink marshmallow covered in milk chocolate—is a popular chocolate. Chocolate Fish have been New Zealand's favourite reward for a job well done since 1952. The Chocolate Fish are so popular there is even a saying about them. New Zealanders say 'give that man a Chocolate Fish' when someone deserves thanks.



Cadbury Chocolate Fish Bar

cadbury world - chocolate comes to life!

Have you ever wanted to see the inside of a chocolate factory? Well you're in luck! In Cadbury World in Dunedin, NZ, and Birmingham, UK, Cadbury share their love of chocolate with everyone. While there aren't any Oompa-Loompas dancing about, you can witness the magic and secrets of chocolate making.



Cadbury World, Dunedin New Zealand

Visit the websites below for more information:

Cadbury World New Zealand: <http://www.cadburyworld.co.nz/home.html>

Cadbury World UK: <http://www.cadburyworld.co.uk/CadburyWorld/Pages/CadburyWorld.aspx>



cadbury cares

Caring for the community has always been at the heart of the Cadbury business. It began nearly 200 years ago with John Cadbury's dedication to social work and good staff working conditions. Cadbury's work with the community is one of the things that makes Cadbury special.

Learn more about Cadbury and the community at <http://www.cadbury.com.au/Cadbury-Community.aspx>

Two great examples of Cadbury's community activities are the Easter Egg Hunt and Cadbury Chocolate Carnival.

EASTER EGG HUNT, MELBOURNE AUSTRALIA

Every year at Easter time, people gather to raise funds for the Royal Children's Hospital Good Friday Appeal. The Cadbury Family Picnic and Easter Egg Hunt bring families together to help raise money for the hospital while also coming together for Easter. In 2010 \$95,000 was raised for the hospital.

CHOCOLATE CARNIVAL, DUNEDIN NEW ZEALAND

The Dunedin Cadbury Chocolate Carnival is an annual winter festival. This spectacular event celebrates winter, attracting more than 25,000 people and raises thousands of dollars for local charities.

The main event is the exciting Cadbury Jaffa Race where thousands of Cadbury Jaffas are rolled down Baldwin Street, Dunedin — the world's steepest street. The first numbered Jaffa through the chute is the winner! Since 2002, the Cadbury Jaffa race has raised more than \$400,000 for charity.



The Great Jaffa Race



purple goes green

CADBURY CARES FOR THE ENVIRONMENT

Cadbury is committed to caring for the environment and in 2007 Cadbury launched its environmental plan 'Purple goes Green'.

Cadbury is reducing its impact on the environment and aims to:

Energy: Reduce carbon emissions.

Packaging: Reduce product packaging and use biodegradable packaging.

Water: Have water reduction programs in place.

In addition, Cadbury helps educate employees and customers about the need to care for the environment.

At Cadbury's chocolate bar factory in Ringwood, Australia they installed the following programs:

- Solar hot water systems
- Energy efficient lighting
- Water tanks to collect rainwater to use in cooling towers and for toilet flushing.

Ringwood has saved 53.7 million litres of water per year from 2006 to 2009. That's enough water saved each year to fill approximately 27 Olympic-sized swimming pools!

The Dunedin factory in New Zealand was also upgraded to help save water. Today its water use is reduced by around 200 million litres each year.

To learn more about Purple goes Green go to <http://www.cadbury.com/ourresponsibilities/purplegoesgreen/Pages/PurpleGoesGreen.aspx>

CADBURY® DAIRY MILK™ MILK CHOCOLATE BECOMES FAIRTRADE CERTIFIED™

In 2010 Cadbury Australia, New Zealand and Canada proudly began making Fairtrade Certified™ Cadbury® Dairy Milk™ milk chocolate – Cadbury's biggest selling chocolate!



So what does Fairtrade mean?

Fairtrade is about better prices and good working conditions for farmers and workers in developing countries.

Go to this website to learn more about Cadbury and Fairtrade.

<http://www.cadbury.com.au/About-Cadbury/Fairtrade.aspx>

Activity

What has been changed at the Ringwood and Dunedin factory to help the environment?



be treatwise

Put your hand up if you love chocolate! Most of us love chocolate but treats are only meant to be enjoyed sometimes as part of a balanced diet.

Cadbury encourages kids and adults to Be Treatwise. Chocolates and lollies are special treat foods that can be enjoyed sometimes, but only as part of a healthy, balanced diet and active lifestyle.

Most packaged foods will have a nutritional label telling you what it contains. This helps you to understand what you are eating. Here is an example of a Freddo Frog nutritional label.

Freddo® Dairy Milk® Milk chocolate 15g frog



This tells you how many servings there are per package and what the product weighs.

This shows you what nutrients it contains per serve.

% Daily Intake per serve shows you what percentage the Freddo Frog contributes to your total daily food and nutrient needs.

Average Nutrition Information

	Qty Per Serve	% Daily Intake* (per serve)	per 100g
Servings Per Pkg: 1 Serving Size: 15g			
Energy	332kj	4%	2110kj
Protein	1.2g	2%	8.2g
Fat - Total	4.4g	6%	29.6g
- Saturated	2.8g	12%	18.6g
Carbohydrates	8.6g	3%	57.2g
- Sugars	8.4g	9%	55.8g
Sodium	14mg	1%	90mg

* Percentage Daily Intakes are based on an average adult diet of 8700kj. Your daily intakes may be higher or lower depending on your energy needs.

Ingredients: Sugar, Milk Solids, Cocoa Butter, Cocoa Mass, Emulsifiers (Soya Lecithin, 476), Flavours.

Allergens: Contains Milk and Soya. May contain traces of nuts.

This includes information on: kilojoules, protein, fat, saturated fat, carbohydrates, sugars, and sodium.

The ingredients list tells you what the product is made of.

This tells you what ingredients it contains that some people might be allergic to.

The serving per 100g helps you to easily compare it to other products.



Educational Kits

PRIMARY

contacts

For more information, you can visit:

www.cadbury.com.au

www.cadbury.co.nz

www.cadbury.co.uk