



Secondary Educational Kits



contents

Where Does Chocolate Come From?.....	3
Turning Cocoa Beans into Chocolate	4
The History Of Chocolate	5
Go Back in Time with Cadbury	6
Cadbury in Australia	7
Cadbury in New Zealand	7
Cadbury Cares	8
Purple Goes Green	9
Cadbury® Dairy Milk™ Milk Chocolate Becomes Fairtrade Certified™	10
Cadbury's Popular Brands	11
How Do You Make Cadbury® Dairy Milk™ Milk Chocolate?	12
How Well Do You Know Freddo Frog?	13
Be Treatwise	14
Contacts	15



where does chocolate come from?

It all begins with a cocoa bean. Cocoa beans grow on cocoa trees, which look similar to apple trees with wide, dark green leaves. Cocoa trees are native to Central and South American rainforests but are now cultivated in over 40 countries with the bulk of beans coming from West Africa. The top two producers are Ghana and Cote d'Ivoire. Between them, they grow over 50 per cent of the world's total.

Cocoa trees grow best in warm, humid areas with plenty of rainfall and rarely grow more than 7.5 metres. To thrive, they need to be sheltered from direct sunlight and wind. Cocoa trees start to bear fruit when they are three or four years old. The pods grow straight out of the trunk and main branches, and each tree produces approximately 20-30 pods a year. It takes a whole year's crop from one tree to make 450 grams of chocolate.

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



Flag of Ghana



Ghanian Cocoa Farmer



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

FUN FACT

The distinctive Cadbury Roses box was developed to resemble a style of handbag called the Dorothy.

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.



Cocoa Pods



The Finished Product



the history of chocolate

The first people to have discovered the cocoa bean's secret were the ancient Mayans of South America. 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 extremely valuable to the Mayans. Four cocoa beans could buy you a pumpkin and 10 beans bought you a rabbit. Porters would travel far and wide to sell the cocoa beans and this is how they reached the land of the Aztecs, which today is Mexico.

The Aztecs built a great and prosperous city in 1325 called Tenochtitlan, where Mexico City is today. Due to the dry climate, the Aztecs couldn't grow cocoa, so they had to get supplies of cocoa beans by trade. They loved drinking cocoa beans that were 'finely ground, soft, foamy, reddish, bitter with chilli water, aromatic flowers, vanilla with wild bee honey.'

The Aztecs were superstitious and believed in many gods including Quetzalcoatl, the creator god and provider of agriculture. When the Spanish adventurer Don Hernan Cortes arrived with 11 ships and 600 men, the Aztecs thought he was Quetzalcoatl returning; however, they were soon to realise that he was a cruel conqueror.

HOW CHOCOLATE WENT TO EUROPE

In 1517, Don Hernan Cortes landed on the Mexican coast and made his way to the famed Tenochtitlan. Emperor Montezuma welcomed Don Hernan Cortes and introduced him to the xocoatl drink. Three years later, Cortes attacked the Aztec city ending the Aztec civilisation. He returned to Spain in 1528 with cocoa beans and chocolate drink making equipment. Spanish monks in monasteries processed the beans and kept the recipes secret for 100 years. They served the drink hot with cinnamon, nutmeg and sugar.

When English and Dutch sailors attacked Spanish ships, they found cocoa beans. Thinking the cocoa beans were useless, they threw them overboard. An Italian traveller, Francesco Carletti, brought chocolate back to Italy after visiting Central America and seeing how the cocoa beans were made into a drink. By 1606, chocolate was well established in Italy. Gradually the fame of chocolate began to spread. The French, Dutch and Germans got wind 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 22 years old when he opened his first grocery shop in Birmingham, England next door to his father's drapery and silk business. His shop sold chocolate in blocks which customers would scrape off into a cup, adding hot milk or water to make a drink.

In the beginning, the only people who could afford to purchase cocoa product were wealthy families. John Cadbury soon became one of the leading cocoa and drinking chocolate traders in Birmingham. In 1831, the growing popularity of chocolate led him to rent a small factory close to his shop. This was the very beginning of the Cadbury chocolate business.

John Cadbury went into partnership with his brother Benjamin calling themselves the Cadbury Brothers of Birmingham. During the 1850s business began to slow and the partnership between John and Benjamin ended. John Cadbury spent the rest of his life doing social work in Birmingham until he died in 1889.

After John Cadbury's retirement, his sons Richard and George inherited and ran the Cadbury business. The first years of business were very difficult for them with few customers and long hours, but their hard work paid off and the business survived.

The Cadbury story changed forever when the brothers visited a factory in Holland and brought back a new cocoa press. In those days, cocoa was over 50 per cent fat and not very easy to digest. Manufacturers used to add starches like potato flour to make it more palatable. The new cocoa press made a better quality product and with the left over cocoa butter, the Cadbury brothers produced a new kind of eating chocolate. This product was advertised as 'Absolutely pure, therefore best' and it became a success.

During this time, George Cadbury planned the layout of their new factory site in Bournville in the south side of Birmingham. By 1899 their Bournville factory had tripled in size employing more than 2,600 people. The Cadbury brothers genuinely cared for their employees and were keen to improve their workers' health 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 had heated dressing rooms, kitchens, gardens, sports fields and swimming pools. Country outings and summer camps were organised. Although we may take these things for granted now, these conditions were unbelievably progressive for the time.

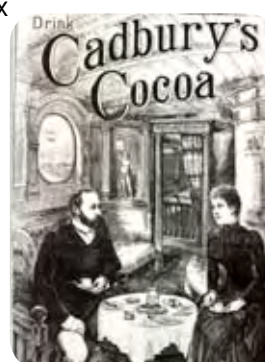
Learn about Cadbury's history at

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

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

FUN FACT

In India, Cadbury's name is so synonymous with chocolate that cocoa trees are often called Cadbury trees!



Old Cadbury Advertisements



cadbury in australia

When Cadbury merged with J.S Fry and Sons of Bristol in 1919, they expanded internationally, opening a factory in Australia. The Claremont site was chosen because it was close to Hobart city, had access to hydro-electricity and a good supply of fresh milk. During the war years (1939-1945) Cadbury was the official chocolate supplier to the Australian Armed Forces providing troops with chocolate rations made to a special non-melting formula.

Milestones

- In 1964, the company expanded into sugar confectionery with the acquisition of Pascall Murray.
- In 1967, Cadbury acquired MacRobertson Chocolates adding a range of unique brands including Cherry Ripe and Freddo Frog.
- In 1969, Cadbury merged with Schweppes and Cadbury Schweppes became a major international player in the market.
- In April 2009, Cadbury Schweppes sold the Schweppes beverages business and the business name changed back to Cadbury.
- In February 2010, Kraft Foods became the parent company of Cadbury around the globe.

Learn more about Cadbury's history at

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

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 manufacturing plant, joining with Cadbury in 1930. It was in that year New Zealand's first block of Cadbury chocolate came off the Dunedin production line. In 1991, the company became known as Cadbury Ltd, making many Cadbury chocolates and Pascall branded sweets and lollies.

Learn more about Cadbury NZ at

<http://www.cadbury.co.nz/About-Cadbury/Cadbury-New-Zealand.aspx>



Cadbury, Claremont Tasmania

CADBURY WORLD - WHERE CHOCOLATE COMES TO LIFE!

Have you ever wondered what the inside of a chocolate factory looks like? Well you're in luck! At Cadbury World in Dunedin, NZ and Birmingham, UK the company shares its love of chocolate with everyone. While there aren't any Oompa-Loompas, you can witness the magic and secrets of chocolate making. Cadbury World is where chocolate comes to life!

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](http://www.cadburyworld.co.uk/CadburyWorld/Pages/CadburyWorld.aspx)



Cadbury World, Dunedin New Zealand



cadbury cares

Caring for the community has always been at the heart of the Cadbury business. Cadbury's sense of duty to the community began nearly 200 years ago with John Cadbury's dedication to social work and good employment conditions.

Cadbury's commitment to Corporate Social Responsibility (CSR) is one of the things that make it special. There are many definitions for CSR, but it usually describes a company's undertaking to work in a positive and responsible way that looks after the community and environment.

Cadbury is committed to building a healthy, prosperous, educated and socially inclusive community focusing on:

- education and enterprise.
- health and welfare.
- environmental sustainability.

Cadbury believes in helping communities because it has a history and culture of caring for the welfare of others.

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

Two 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. Families celebrate the magic and excitement of Easter at the Cadbury Family Picnic and Easter Egg Hunt where thousands of Easter eggs are hidden, just waiting to be discovered. The money raised from this event goes toward The Royal Children's Hospital's medical equipment and research. In 2010 \$95,000.00 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. There is heaps to see and do including a fun run, painting with chocolate, chocolate sculpting, music and magic shows.

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, more than \$400,000 has been raised for charity.

To learn more and see pictures of the event go to <http://www.chocolatecarnival.co.nz>



The Great Jaffa Race



purple goes green

Cadbury is dedicated to caring for the environment and in 2007, the company launched its environmental plan 'Purple goes Green'. Cadbury aims to shrink its global environmental footprint and has set new targets for 2020 including:

Energy:

50 per cent reduction in absolute carbon emissions.

Packaging:

10 per cent reduction in standard product packaging.

25 per cent reduction in product packaging for seasonal and gift ranges.

60 per cent biodegradable packaging.

Water:

100 per cent of our "water scarce" sites will have water reduction programs in place.

Advocacy:

Campaign to raise awareness amongst colleagues, suppliers, customers, peers, civil society and consumers about the need to care for the environment.

Cadbury's chocolate bar factory at Ringwood, Australia is an example of its commitment to the environment. The company's environmental initiatives include installing solar hot water systems and energy efficient lighting as well as saving rainwater for use in cooling towers and toilet flushing. Ringwood has saved 53.7 million litres per year from 2006 to 2009 which is enough to supply the household water needs of 521 average homes for a year. That's enough water saved each year to fill approximately 27 Olympic-sized swimming pools!

In 2007, Cadbury upgraded its dairy processing facility at the Dunedin factory in New Zealand. The main purpose of the facility is to receive milk from the farms, pasteurise it and remove water to turn it into products such as sweetened condensed milk. Before its upgrade, it was very resource intensive, and used a lot of water. Today its water consumption is reduced by around 200 million litres each year, making a significant improvement to the overall water efficiency of Cadbury New Zealand's operations.

To learn more about Purple goes Green go to

<http://www.cadbury.com/ourresponsibilities/purplegoesgreen/Pages/PurpleGoesGreen.aspx>

FUN FACT

New Zealanders on average consume approximately 126,400 Cadbury Jaffas per day.



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!

This commitment to Fairtrade follows on from Cadbury® Dairy Milk™ milk chocolate in Britain and Ireland becoming Fairtrade Certified™ in 2009.

Fairtrade is about better prices, decent working conditions, local sustainability and fair terms of trade for farmers and workers in the developing world. By requiring companies to pay sustainable prices, Fairtrade addresses the injustices of conventional trade, which traditionally discriminates against the poorest, weakest producers. It enables them to improve their position and have more control over their lives.

The Fairtrade agreement builds on the existing Cadbury Cocoa Partnership which was established with the United Nations Development Programme, local governments, farmers and communities. The partnership aims to secure the economic, social and environmental sustainability of approximately 1 million cocoa farmers and their communities in Ghana, India, Indonesia and the Caribbean. Cadbury hopes the Fairtrade agreement will benefit cocoa farmers, their families, and the environment whilst helping to create thriving and empowered rural communities.

Fairtrade aims to:

1. improve cocoa farmers’ incomes: Cadbury and its partner organisations help cocoa farmers earn more by educating them on improved farming techniques and providing support, such as access to fertilisers. This helps farmers increase their yields and produce better quality beans, ultimately improving their incomes.
2. introduce new sources of rural income: Introducing activities such as growing crops other than cocoa helps farmers earn an income when it is not cocoa season.
3. invest in community led development: Helping communities improve their quality of life through better health, clean and safe water, better education and improved care for the environment.
4. work in partnership: Developing a successful working community with farmers, government, non-government organisations (NGOs) and international agencies.

Go to this website to learn more about Cadbury and Fairtrade. <http://www.cadbury.com.au/About-Cadbury/Fairtrade.aspx>



Ghanian Cocoa Farmers



Fairtrade Certified™ Cadbury® Dairy Milk™ Milk Chocolate



FUN FACT

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



cadbury's popular brands

Cadbury's products are categorised into chocolates and lollies. Chocolates are divided into bars, blocks and assortments. Lollies include The Natural Confectionery Co, and Pascall Marshmallows.

Australians and New Zealanders enjoy the products that Cadbury make in its factories in both countries. Cadbury® Dairy Milk™ is its most popular product in New Zealand and Australia but each country has its own favourites such as:

AUSTRALIA

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



NEW ZEALAND

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



Cadbury also make The Natural Confectionery Co lollies, Pascall lollies and Green & Blacks chocolate.

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/>

how do you make cadbury® dairy milk™ milk chocolate?

There are two stages in manufacturing food products:

Primary processing:

Converting raw materials into ingredients e.g. growing, harvesting and processing cocoa beans to make cocoa mass.

Secondary processing:

Processing ingredients to make food products e.g. processing cocoa mass to make chocolate products.

When making a Cadbury® Dairy Milk™ Milk Chocolate...

1. Top quality cocoa beans are processed to produce cocoa mass
2. The 'mass' is mixed with fresh full cream milk, cocoa butter and sugar to make a rich creamy chocolate liquid. This is then evaporated to make milk chocolate crumb, which is the base ingredient in Cadbury® Dairy Milk™ milk chocolate.
3. The crumb is passed through a pin mill and mixed with cocoa liquor and cocoa butter, as well as special chocolate flavouring.
4. Next, the mixture is conched (rolled and kneaded to make smooth) and tempered (cooled).
5. Now it is ready to be used in the blocks of chocolate, turned into an Easter Egg, or perhaps poured over a Crunchie or Pinky Bar.



Cadbury® Dairy Milk™ Milk Chocolate in Factory

HOW DO YOU MAKE THE NATURAL CONFECTIONERY CO JELLIES?

Jellies are made in the test kitchens to original recipes.

It begins with food technologists who create a new recipe and test it out on eager taste testers.

Once the taste testers are happy, the new flavour is given a new character and its own mould.

At the factory, the natural ingredients are combined and the mixture is heated and poured into moulds.

The jellies are dried in special drying chambers, separated from their moulds and then mixed into batches by colour and weight.

They are heat-sealed into packs to keep fresh until people enjoy them!



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? Maybe we should call him Grandpa Freddo! Freddo Frog is one of Cadbury's most popular products. He was created in 1930 by Mr Harry Melbourne who convinced 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/> or <http://www.freddo.co.nz/>



Go on an adventure with Freddo Frog

MORE ABOUT CHOCOLATE FISH

The Cadbury Chocolate Fish is "indigenous" to New Zealand. The chocolate fish – pink marshmallow covered in milk chocolate – is a popular chocolate. Chocolate Fish has been New Zealand's favourite reward for a job well done since 1952. New Zealanders have even coined a well-known expression: 'give that man a chocolate fish' to indicate someone deserves thanks.



Cadbury Chocolate Fish Bar

FUN FACT

Research has shown that when eating chocolate bunnies at Easter 76 per cent of people eat the ears first, 5 per cent start with the feet and 4 per cent start with the tail, while the other 15 per cent bite indiscriminately!



be treatwise

Put your hand up if you love chocolate! We all love chocolate but treats are only meant to be enjoyed in moderation 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 and in what quantities. This helps you 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 the weight of the serving size

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

Servings Per Pkg: 1 Serving Size: 15g	Qty Per Serve	% Daily Intake* (per serve)	per 100g
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 ingredient list describes what the product contains

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

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



Educational Kits

SECONDARY

contacts

For more information, you can visit:

www.cadbury.com.au

www.cadbury.co.nz

www.cadbury.co.uk

FUN FACT

So, how do people eat their Cadbury Crème Egg®?

53 per cent of people bite off the top, lick out the 'crème' and then eat the chocolate; 20 per cent just bite straight through and 6 per cent use their finger to scoop out the 'crème'.