

Cadbury's 200th Anniversary [B1]

Duecento anni fa, un giovane intraprendente fondò un'azienda che produceva i suoi prodotti a mano con pestello e mortaio. Oggi i suoi prodotti (soprattutto i cioccolatini) fanno parte dell'identità britannica.

Two hundred years ago, in 1824, a young businessman founded a [confectionery](#) business in Birmingham, England that would go on to become one of the most important food brands in the world. Pioneers in the making of chocolate, Cadbury's was a family firm for most of its existence until its [merger](#) with Schweppes in 1969, followed by its hostile [takeover](#) by Kraft (now Mondelez International) in 2010. It is an important part of British culture: its iconic Dairy Milk bar still as popular today as when it was launched 119 years ago.

SONS SAVED THE BUSINESS

John Cadbury's shop sold tea, coffee and drinking chocolate. A [Quaker](#), he wanted to encourage people to stop drinking alcohol. The business was [failing](#) until John's sons Richard and George [took over](#) in 1861. With the business now prospering, the sons began to introduce new products, such as [Easter eggs](#) in 1875. Giving and receiving chocolate [Easter eggs](#) is now one of Britain's most-loved traditions.

FAIR TRADE PRACTICES

From the beginning, John had insisted on [fair](#) trade practices — the [cocoa beans](#) came from farmers paying [fair wages](#). George Cadbury once said: "No man [ought](#) to be condemned to live in a place where a rose cannot grow." In 1893, he started to build a model village, called Bourneville, just outside Birmingham. By 1900 the [estate](#) included 314 [cottages](#) and houses. Employees had pension plans and free [dentistry](#). But, in accordance with the Cadbury family [beliefs](#), there were no pubs. Through the generations, the

family donated millions of pounds to charities, while living [humble](#) lives. One sister, Beatrice, lived with her eight children in a [tent](#)!

THE DAIRY MILK BAR

With the [dawning](#) of the 20th century, the company continued to prosper. In 1905, after ten years' research, George Cadbury Jr. introduced the Dairy Milk bar. The first example of mass-produced milk chocolate, the bars had a higher [content](#) of milk than usual. They quickly became a [household name](#) and the country's favourite [treat](#). By 1910 Cadbury's was Britain's largest manufacturer of chocolate. New products continued [to flow](#) from the factory: Milk [Tray](#) (1915), Fruit and [Nut](#) (1928), [Crunchie](#) (1929) and Roses (1938). Cadbury still [has a firm hold](#) on the British heart ... and on its sweet tooth!

Glossary

- **to flow** = fluire
- **Quaker** = quacchero
- **took over** = prendere il controllo
- **Easter eggs** = uova di Pasqua
- **fair** = equi
- **treat** = delizia
- **Tray** = vassoio
- **failing** = fallire
- **cocoa beans** = fave di cacao
- **wages** = salari
- **humble** = modesto, umile
- **dawning** = alba, principio
- **Crunchie** = croccante
- **confectionery** = confetteria
- **ought** = dovrebbe
- **cottages** = casette
- **dentistry** = odontoiatria
- **tent** = tenda
- **household name** = nome familiare
- **Nut** = frutta a guscio
- **has a firm hold** = avere sotto controllo
- **merger** = fusione
- **takeover** = acquisizione
- **estate** = proprietà immobiliari
- **beliefs** = credenze, valori