

Theme package 1:

The Journey of Cocoa to Europe

1. Cocoa – Sacred Food of the Gods – the Origin

D1 a plant with history

The origins of the cocoa plant lie in the humid tropical forests in Central and Equatorial America. According to research, cultivation and usage of cocoa reach far into the first millennium BC. Long before the first Europeans “discovered” America in the early 16th century, cocoa had a high symbolic and economic value for Mayans (about 3000 BC to 1000 AD, zenith 250-950 AD) and Aztecs (about 14th century AD to the early 16th century AD). Cocoa was often used as a drink in religious or martial ceremonies or as currency. Due to the rising importance of the plant, the plantation areas were expanded: at first to areas of Mexico, Venezuela, and Ecuador and later further south, mainly to Brazil.

The tree that produces the precious fruit containing the cocoa beans was given the scientific name of “theobroma cacao” by the Swedish natural scientist Carl von Linné in 1753. The term “theobroma” means nothing less than “food of the gods”.

Cocoa trees are difficult to cultivate. They grow best in humid, shadowy spots, like in the brushwood of large tropical trees and at an average annual temperature of 24°C to 28°C.

Cocoa comes from the fruit of slim trees that reach up to 6 metres and carry fruit twice a year.

The cocoa beans grow within the orange fruit, surrounded by a sweet pulp. The skin of the fruit is so tough that either a machete is necessary to open it, or it needs to be hit against a sharp rock. After opening them, the white cocoa beans and the pulp are detached from the skin. Fermentation starts immediately. The beans cannot be stored or transported at that point and need to be dried first. After that (and to this day), in Latin American countries, the beans are roasted over fire, the peel is removed, and the beans are grinded with a grinding stone.

Sources:

Annerose Menninger, *Genuss im kulturellen Wandel. Tabak, Kaffee, Tee und Schokolade in Europa (16.-19. Jahrhundert)*, Stuttgart 2008, pages 53-57.

Andrea Durry and Thomas Schiffer, *Kakao – Speise der Götter*. Munich 2012, pages 56-60.

D2 cocoa – more than a drink

The invention of the cocoa drink is ascribed to the Olmecs, a people that lived at the golf coast of Mexico. According to current research, cocoa has been drunk as early as 1150 BC. Archaeological discoveries, such as containers that contain residue and were used as burial objects, confirm this. Mayans adopted the word “cocoa” as well as the cultivation techniques of the Olmecs. They planted cocoa in large areas.

The Mayans drank cocoa on religious holidays, weddings, or they used it as medicine. Cocoa had a religious connotation: the cocoa drink was meant to connect them with the “sacred cosmos”. It was prepared as a hot or cold drink with water. Mayans drank it as a bitter, fruity, or sweet and foamy drink. They roasted the cocoa beans and grinded them on grinding stones with various

spices, such as vanilla or chilli. They skimmed the cocoa butter and worked it into ointments or cosmetics. The undiluted drinking chocolate was only meant for nobles, warriors, and priests. Simple cocoa farmers mixed the drink with corn. Cocoa was not only drunk, however, but also eaten as mush. Cocoa beans were furthermore used as currency even into the Spanish colonial era.

Source: Annerose Menninger, *Genuss im kulturellen Wandel. Tabak, Kaffee, Tee und Schokolade in Europa (16.-19. Jahrhundert)*, Stuttgart 2008, pages 72-77.

Q1



Aztecs making "xocoatl": cocoa beans are roasted, grinded, and then stirred with water and spices until frothy. Dutch illustration from the 17th century.

Source: *Zeitreise, Band 2, Differenzierende Ausgabe Geschichte/Politik*, Stuttgart/Leipzig 2013, page 10.

Q2



Original cocoa grinding stone (metlat) with a hand roller (metlapilli) from Mexico, as has been used by Aztecs; age unknown

Source: *150 Jahre Freude bereiten, Chocladefabriken Lindt&Sprüngli AG, 1845 bis 1995, Kilchberg 1995, page 175.*

Q3

Drawing of a cocoa tree.

Source: Codex Féjérvary-Mayer, a pre-Columbian illuminated manuscript; age unknown.

<http://www.chocolat-plus.de/woher.html>



Q4



Drawing of the Mayan god of cocoa;
age unknown.

Source: <https://www.earthstoriez.com/mexico-cacao-in-popl-vuh/>

Tasks

1. Study Q1 and connect the activities of the image description with the illustration: “roasting”, “grinding”, “stir with water and spices until foamy”.
2. Which activity in task 1 made use of Q2?
3. Create a timeline, using D1 and D2 that depicts the origins of chocolate.
4. Study Q3 and Q4. What was the importance of cocoa and chocolate for the Mayan culture? Explain your suggestion in short sentences.

2. Discovery of Cocoa by the Europeans

D1

"[...] The first European learning about cocoa was probably Christopher Columbus (1451-1506). Columbus landed at the island Guanaja during his fourth journey to America in 1502, which today lies off the coast of Honduras. Columbus and his men might have encountered one or two indigenous merchant vessels. They were most likely Mayans from Yucatàn.

'We encountered an impressively large indigenous vessel with 25 rowers. Under a roof of palm leaves that would offer protection during rain, the captain sat enthroned with his entourage. They were more imposing figures than we have encountered thus far in the New World. Their ship was loaded with many goods: colourful fabric made of cotton, devices and weapons, clay wares, as well as some type of almond.'

The 'almond' in question was the cocoa bean. [...]"

Source: Andrea Durrý und Thomas Schiffer, *Kakao. Speise der Götter*, München 2012, page 196.

Quote: Wolf Müller, *Seltsame Frucht Kakao. Geschichte des Kakaos und der Schokolade*, Hamburg 1957, page 22.

Q1

Bernal Diaz del Castillo (1496-1581) reported an incident in the city of Quiauitztlan when Aztec tax collectors arrived:

'[...] While we were still talking, some of the native Indians reported that five Mexican tax collectors had arrived. The Kazics (indigenous farmers) turned pale for fear upon this news. They left [Hernan] Cortes, welcomed the unexpected guests and dined them abundantly, especially serving cocoa, which is the noblest of drinks for Indians. [...]'

Source: Bernal Diaz del Castillo, *Geschichte der Eroberung von Mexiko*, Frankfurt am Main 1988, page 102.

Q2

Hernan Cortes (1485-1547) mentions the cocoa plant and its importance:

'[...] It is a fruit like almonds. It is sold grinded and accepted as currency in the whole country, and it is the only means to make purchases on markets. [...]'

Source: Hernan Cortes, *Die Eroberung Mexikos. Eigenhändige Berichte an Kaiser Karl V. 1520-1524*, Tübingen 1975, page 83

D2

"[...] The next European after Christopher Columbus that is known to have consumed cocoa was Hernan Cortes. Early on during their conquest in Mexico in 1521, Cortes and his soldiers became aware of cocoa. They came upon the first cocoa plantations where today would be Tabasco state. [...] The city was surrounded by corn fields, while in the lower regions, cocoa plantations could be found, which delivered the drink and, perhaps, like in Mexico, the currency. [...]"

The conquistadores soon realised the high value of the cocoa drink and that it was widely spread among native nobility.

Source: Andrea Durrý und Thomas Schiffer, *Kakao. Speise der Götter*, München 2012, pages 196-197.

Quote from: William Prescott, *Die Eroberung von Mexiko. Der Untergang des Aztekenreiches*, Köln 2000, page 58.

Q3



The painting depicts a meeting of Hernan Cortes and Moctezuma II, ruler of the Aztecs (no date).

Source: <https://www.britannica.com/biography/Montezuma-II>

D3

"[...] By the end of the 16th century, the conquest of the noble Central American drink started. The groundwork necessary for this development was the change of the recipe. The most important change was the addition of sugar. During the colonisation, the Spanish brought a selection of plants to the New World, sugar cane among them. This plant found ideal conditions in Central America and large sugar cane plantations were created. It did not take long for sugar to enter the preparation of the cocoa drink. [...]"

In time, there were other changes. The preference for a hot beverage, as it was common with the Maya, increased. In addition, spices were left out and a wooden whisk – the molinillo – was used to create the foam on top. The molinillo is a stick thickening at the end. [...]"

With all these changes, the consumption of the cocoa drink increased rapidly by the end of the 16th century in Central America. [...]"

Source: Andrea Durry und Thomas Schiffer, *Kakao. Speise der Götter*, München 2012, pages 198-199.

Tasks

D1 & D2

1. Which European most likely first discovered cocoa in the New World?
Create an overview.

D3

2. How did cocoa develop after the arrival of Europeans? Summarise the development in a few sentences.
3. What impressed the Europeans the most about cocoa? Back up your choice, using D1-D2 and Q1-Q3.

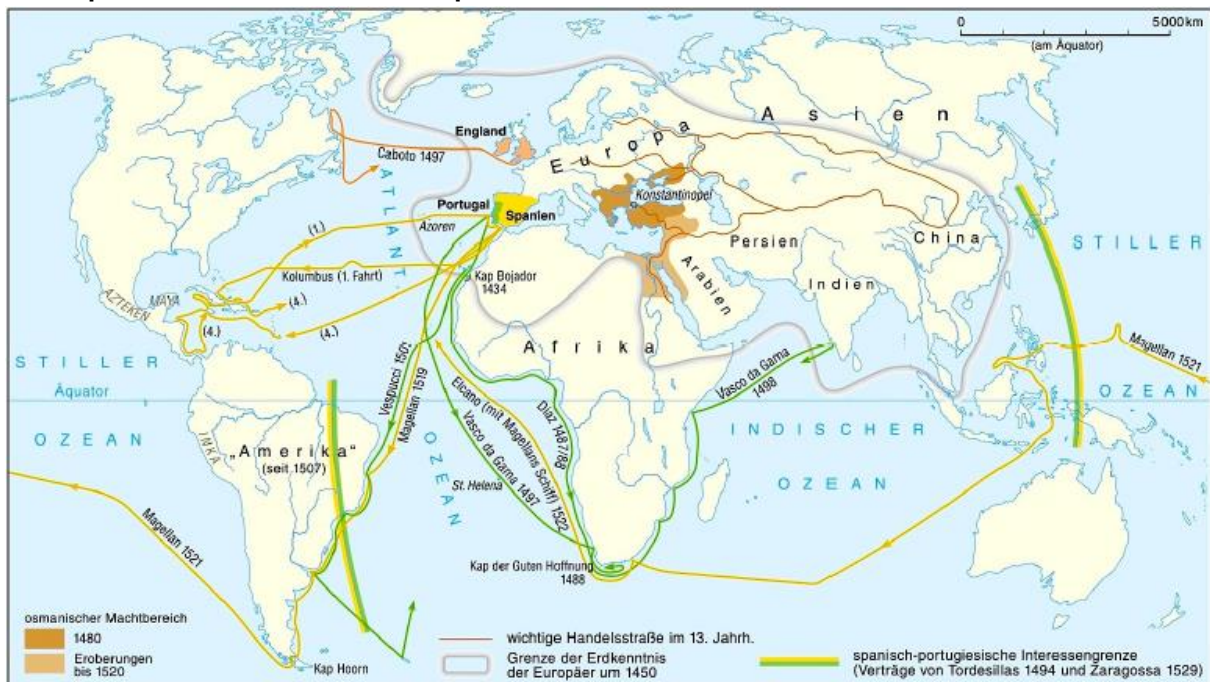
3. The New World – Plantations and Slaves

D1 Europeanisation of the Earth

For the Spanish and Portuguese conquistadores it was only natural that the countries they had discovered belonged to them. Upon their request, the Pope split the globe into Spanish and Portuguese parts in 1494. To accomplish this, he drew a line from pole to pole. All parts that were west of that line belonged to Spain. All eastern areas belonged to Portugal. The Portuguese conquered today's Brazil after that. Other countries soon followed the Spanish and Portuguese example. Netherlands, England, and France invaded almost all continents. In North America, English and French settlers settled. In Africa and Asia, private trading companies set up their bases. Therefore, Europeans soon controlled politics and economy in the world. The white "lords" forced the peoples in the colonies to submit and adapt.

Source: Zeitreise, *Differenzierende Ausgabe Geschichte/Politik*, page 12.

D2 map: discoveries – or the Europeanisation of the world



Source: Zeitreise, *Differenzierende Ausgabe Geschichte/Politik*, page 13.

D3 Europeans build plantations

The Spanish increasingly cultivated coffee, bananas, and cotton. Cocoa had previously been cultivated further south. Venezuela became the biggest exporter of cocoa. Spanish settlers cut down forests and set up cocoa plantations of the cleared-up areas. This resulted in large areas only cultivating cocoa. The indigenous populations had to work on the plantations as slaves. Many became ill or died because of the hard work. The Spanish plantation owners soon faced a problem: there were not enough natives to force to work for them.

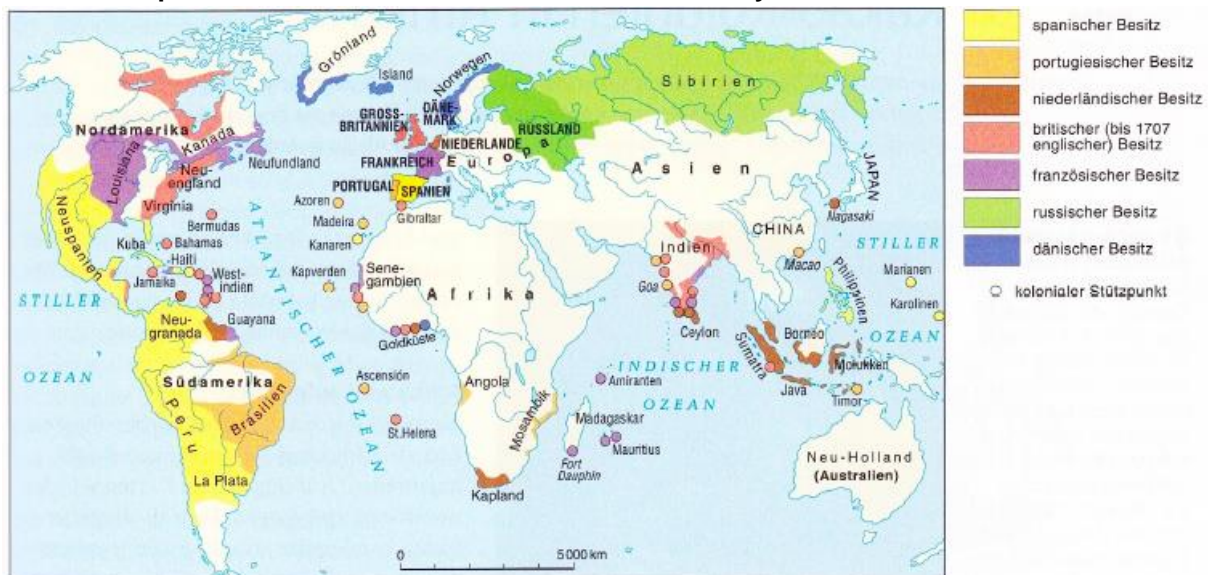
Source: Zeitreise, *Differenzierende Ausgabe Geschichte/Politik*, page 13.

D4 the trade triangle

Europeans found their solution: they enslaved workers from Africa, which created the trade triangle. European slavers bought Africans from the West African coast that were offered on markets. The sale was often more of a trade. The acquired slaves were brought to America by ship. Once arrived, they were sold as workers to the colonies of Central and South America. The slavers made a huge profit. The ships now took products on board that were cultivated on the plantations. Loaded with cane sugar, coffee beans, cocoa beans, and cotton, the ships headed for Europe. In Europe, the goods were manufactured into final products. Once more, the ships were loaded: now they transported final products such as weapons, rum, or printed fabric to Africa. The goods were used to pay the slave traders.

Source: Zeitreise, Differenzierende Ausgabe Geschichte/Politik, page 12.

D5 the European colonies in the middle of the 18th century



Source: Zeitreise, Differenzierende Ausgabe Geschichte/Politik, page 13.

Tasks

1. Why is it justifiable to speak of a “Europeanisation of the world”? Use D1 and D2 to determine reasons
2. Create an illustration that depicts the trade triangle.
3. A journey of the trade triangle starts in Africa, to South America, to Europe, and back to Africa. Describe the journey and what is being loaded at which destination, using D4, D6, and Q1.
4. What have you learned about the work on cocoa plantations?

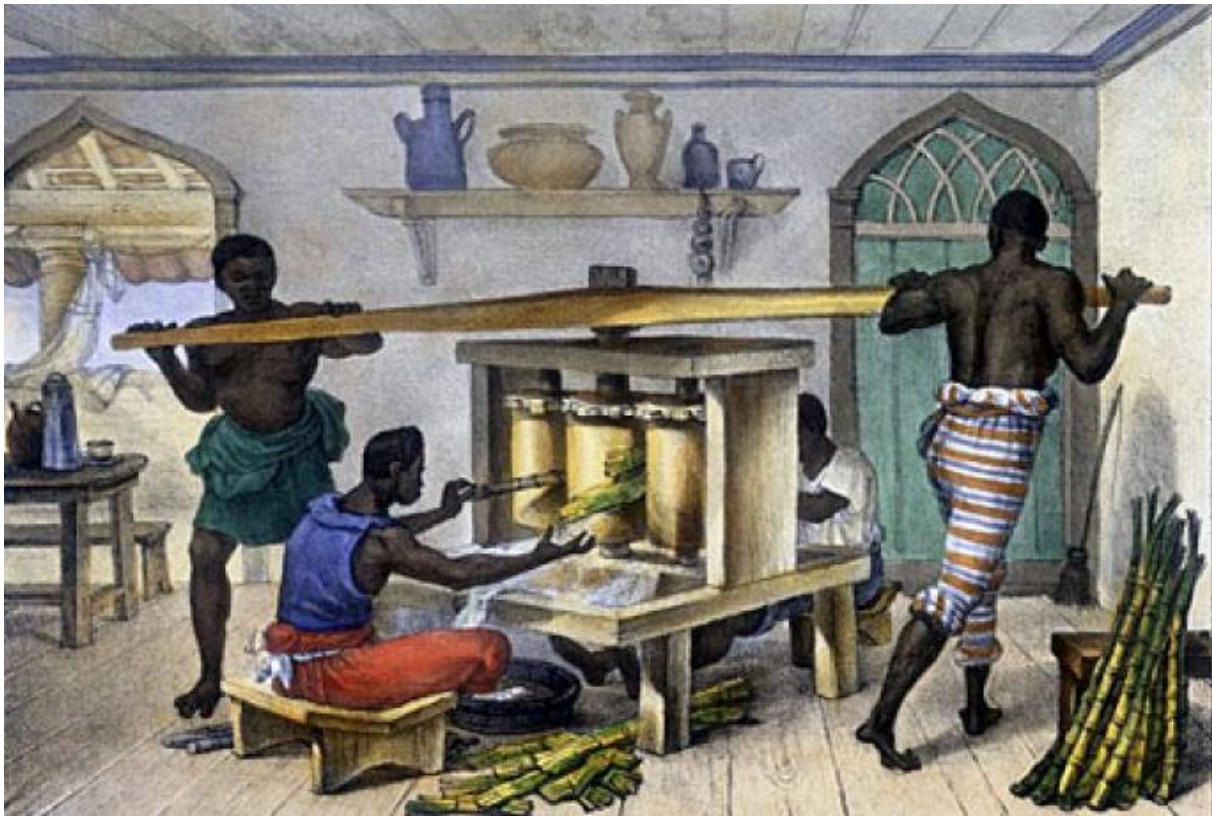
4. The journey of cocoa to sugar – sweet success in Europe

D1

"[...] Honey and sweet sap were humanity's first foods containing sugar. The cradle of sugar production was in the southern mountain massif of the Himalayas, earlier than 5000 BC. This was where sugar cane was cultivated for the first time and turned into sugar by pressing and thickening the meaty centre. The practice moved from India to Persia. Arabs spread sugar production in the Mediterranean area. The Spanish and Portuguese experimented with sugar production on their Atlantic islands such as the Canaries or Madeira. Moving from there, sugar cane was transported to the American continent by the end of the 15th century and cultivated in plantations.

Source: 250 Jahre Rübenzucker 1747-1997, *Was Marggrafs Entdeckung bewirkte und veränderte*, Zucker-Museum Berlin 1997, page 7 and <http://www.zucker.ch/schweizer-zucker/schulen> (June 2014 - deactivated)

Q1



Slaves operate a sugar cane mill in Brazil; anonymous artist, not dated.

Source: http://www.planet-wissen.de/politik_geschichte/menschenrechte/sklaverei/portraet_sklavenhandel_amerika.jsp (June 2014)

D2

"[...] As soon as his second journey to America 1493-1496, Christopher Columbus imported sugar cane to the Caribbean. He knew that the climate was nearly perfect for its cultivation. The business with the 'sweet gold' took up speed quickly. So quickly that in 1503 the first slaves were already brought to work on the sugar cane plantations in Latin America. Under the rule of Great Britain – the third-largest colonial power after Spain and Portugal in America – the transatlantic trade triangle was created between 1600 and 1700. Mostly sugar, tobacco, coffee, cocoa, and gold were shipped from Latin America to Europe. These goods were sold in Europe, making a big profit. The same ships then loaded wares for the African continent – mostly weapons, spirits, and cotton – and shipped them to the West African coast. After the sale of these goods to African rulers, the ships were then loaded in the most abhorrent of practices by abducting slaves. A large percentage of the slaves did not survive the journey across the Atlantic ocean. The slavers still managed to make a profit. The surviving slaves were sold to plantation owners with a large margin. A horrifically 'perfect' trade system with large margins, guaranteed by the complete and ruthlessly efficient utilisation of transport routes.

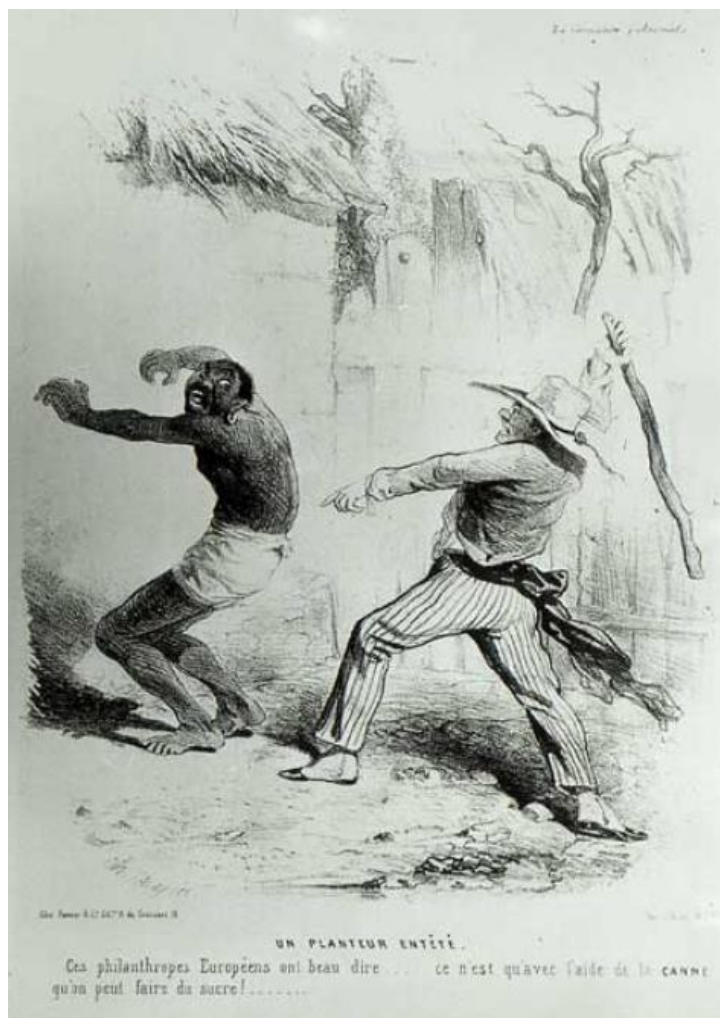
Source: http://www.planet-wissen.de/alltag_gesundheit/essen/zucker (June 2014)

Q2

Lithography by Ch. Jaquis in the "La Caricature" magazine (no date)

The plantation owner calls: "Those European philanthropists may talk all they like. You can only make cane sugar with a cane."

Source: <http://www.sdtb.de/Sklaven-wirtschaft.895.0.html> (June 2014, no longer active)



D3

“[...] Before the discovery of root sugar in the 18th century, there was only cane sugar that was primarily imported from the colonies in the New World (America). [...] From the late Middle Ages and into the 18th century and the beginning of the early age of industrialisation, sugar was considered medicine. The spectrum of usage was near inexhaustible. Only slowly was sugar introduced to cooking. Its consumption in food had the air of a luxury product and was mostly restricted to coffee, tea, cocoa, and confectionary. Even though sugar prices dropped in the long term, they remained high enough that sugar was only used in pharmacies and in the kitchens of the particularly wealthy. The general populace could not afford it; honey was more in their price range. In the 18th century, the price of honey was about $\frac{1}{3}$ to $\frac{2}{3}$ of the sugar price. The sugar demand continuously rose, which facilitated the search for an alternative. A turning point in the development of sugar consumption in Europe was the discovery of root sugar by Andreas Marggraf in 1747 and his mass production. [...]

Source: *250 Jahre Rübenzucker 1747-1997, Was Marggrafs Entdeckung bewirkte und veränderte*, Zucker-Museum Berlin 1997, page 7 and <http://www.zucker.ch/schweizer-zucker/schulen> (June 2014, no longer active).

D4

“[...] Sugar as a sweetening agent moved to the forefront in connection with three other exotic goods: tea, coffee, and cocoa. [...] All three drinks are bitter. The liking of bitter tastes – even very bitter – have a ‘natural’ spot on the scale of normal human tastes and can be developed easily. [...] However, sweet and creamy substances are more easily and quickly adopted into the preferences of new consumers. [...]”

Source: Sidney W. Mintz, *Die süsse Macht. Kulturgeschichte des Zuckers*, Frankfurt 1985, page 140.

Tasks

1. Create a chronological overview using D1, D2, and D3. You can make use of a table or a timeline.
2. Describe the caricature on Q2. What cruel pun is being used here?
3. Explain why sugar was only sold in pharmacies for a long time, using D3.
4. Explain what sugar has to do with chocolate, using D3 and D4.
5. Describe what Q1 depicts.
6. Comment the scene from the view of a European plantation owner.

5. The Journey of Cocoa to Become the Exotic Fashionable Drink at European Courts

D1 exotic hot drinks

"[...] The discovery and exploration of countries outside of Europe brought knowledge of new foods and delights; in addition to tobacco, tea, coffee, and cocoa were the most important discoveries. After explorers had first reported their findings and fuelled curiosity, these new beverages came to the Old World via trade routes. This was facilitated by the excitement for everything 'exotic' that was spreading in the late 17th century. In addition to their exotic origin, the three drinks had in common that they were drunk hot. For that reason, vessels made of a material that resisted heat while conducting it badly were preferred. Particularly well suited was porcelain that also measured up to the preciousness of the exclusive new drinks. Cups made of porcelain could easily be brought to the lips, and kettles could be made with handles made of the same material. Kettles with a wooden handle on the side prevailed for cocoa, since it protected from heat during preparation.

After having imported porcelain in large quantities from East Asia, the first European porcelain products entered the market after the founding of Meissen in 1770.

Swiss factories were founded comparatively late: Zurich 1763 (until 1790), Nyon 1781 (until 1813), which caused a continuous import of East Asian porcelain – the co-called Compagnie-des-Indes-Porcelain – as well as from German and French factories in the area. [...]"

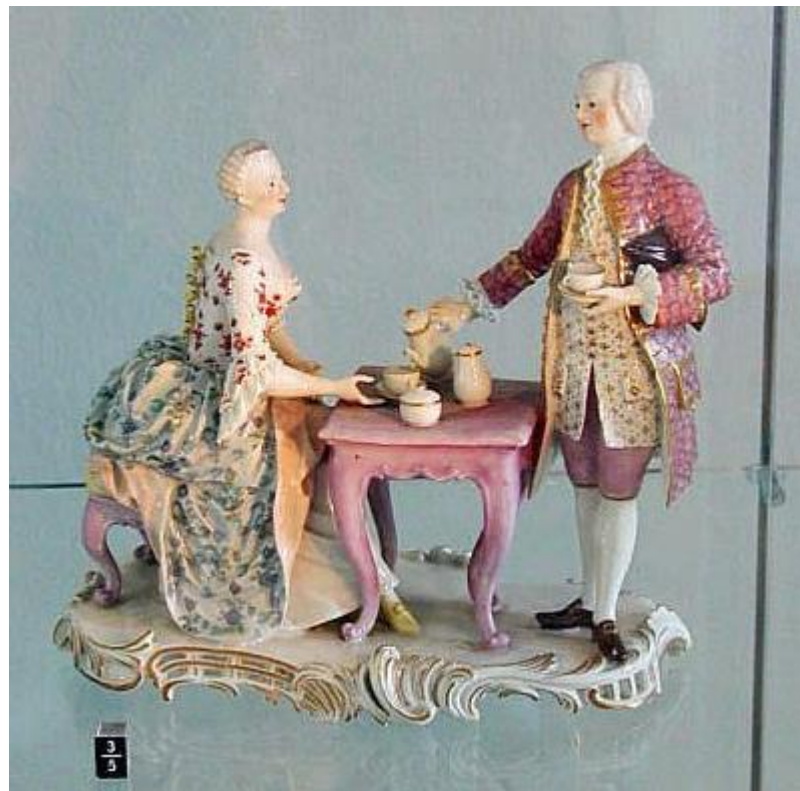
Sources: Chocosuisse, *Chocologie. Geschichte und Gegenwart der Schweizer Schokoladenindustrie*, Bern 2008, pages 6-11

Andreas Morel, *Der gedeckte Tisch. Zur Geschichte der Tafelkultur*, Zurich 2001, pages 104-105.

Q1

Porcelain figurines, drinking chocolate, Frankenthal around 1770

Source: private photograph by author of dossier



Q2

Chocolate kettle,
Meissen, around
1745

Source: private
photograph by au-
thor of dossier



D2 chocolate

"[...] At first, chocolate came to Europe. It was already described by Spanish conquistadores in America. From Spain, the popularity at first spread via Italy and the Netherlands and then all over Europe in the 17th century. Since, in the beginning, the invigorating effect was primarily appreciated, it was sold as medicine. Bit by bit, and sweetened to please the European palate, it entered the European courts. Its price by far exceeded that of coffee, and it remained the most exclusive of the three hot drinks.

Contrary to the customs in the countries of origin, tea, coffee, and chocolate are consumed sweet and with milk. Therefore, little milk cans and sugar bowls that form a tableware set with the other dishes can be found on European tables. Even with all the excitement about the new drinks, there were unimpressed and disapproving voices for a long time. [...]"

Sources: Chocosuisse, *Chocologie. Geschichte und Gegenwart der Schweizer Schokoladenindustrie*, Bern 2008, pages 6-11

Andreas Morel, *Der gedeckte Tisch. Zur Geschichte der Tafelkultur*, Zurich 2001, pages 104-105.

Q3



The chocolate festival (la chocolatada) – illustration on oven tiles of festival including chocolate preparation on bottom right, Spain, around 1720 (Museu del Disseny de Barcelona).

Source: <https://ajuntament.barcelona.cat/museudeldisseny/es/exposicion/recorrido-por-la-chocolatada>

Q4

The Italian doctor Francesco Redi said about chocolate in the second half of the 17th century: “[...] Its usage has become commonplace in all of Europe, especially at the courts of lords and the houses of nobles. It is believed it is a fortifying remedy for the stomach and has a thousand other healthy effects.

The Spanish court was the first to adopt that custom. And truly, chocolate is prepared in all its perfection in Spain. However, in our time at the court of Tuscany, a certain select noblesse due to the novelty of European ingredients was added to the Spanish perfection. That was how a new variation was invented, by adding fresh cedro lemon and lime peels as well as the elegant scent of jasmine which elicited a stunning feeling in those enjoying chocolate if it was mixed with cinnamon, ambergris, and musk.

Source: P. Camporesi, *Der feine Geschmack*, Frankfurt 1992, page 126.

Tasks

1. List which foods and delights other than chocolate were brought to Europe, using D1.
2. Explain why porcelain ties in closely with exotic hot drinks, using D1, D2, and Q2.
3. Describe what you see at the bottom right of Q3. What do you assume is the historical context?
4. Elaborate what exotic hot drinks – especially chocolate – were so popular with the members of European courts.

6. The Journey of Cocoa to Become a Fashion Drink of Enlightenment

D1 spread of cocoa in Europe

"[...] Two distribution channels can be reconstructed in Europe. The first one being wealthy circles – particularly the courtly aristocracy – discovering chocolate and using it to distinguish themselves from the rest of the population. Expanding forces, Spain, France, or England may have been the beneficiaries of the hot drink, it entered other courts in Europe in the 17th and 18th century by means of aristocratic networks. The pope allowed chocolate in catholic circles as lent drink and medicine. The following was said about chocolate in 1682: *'It is enjoyed in Spain, Italy, Flanders, etc., but especially at the Spanish court where the ladies drink it in bed before getting up in the mornings; it is also consumed by nobles in England as aliment or remedy.'*

The second distribution channel of chocolate were the coffee houses due to their popularity, which made chocolate more widely available. The name 'coffee house' should not confuse, because – unlike with its oriental model – from the start, three hot drinks were served in Europe that had become known at the same time due to the maritime expansion: coffee from Arabia, tea from the Far East, and chocolate. The first coffee houses in the 17th century were opened in Venice, Oxford, London, Amsterdam, Marseille, Paris, Bremen, Hamburg, Vienna, Leipzig, and Nuremberg. Other cities followed their example in the 18th century, while the coffee house culture flourished in the named metropolises. London had 551 coffee houses in 1739. Other than in taverns and ale houses, a more sophisticated cultural offer was expected in coffee houses: cultivated discussions, various newspapers and journals to read, book auctions, art exhibitions, plays, and concerts were part of that. The patrons were part of the upper bourgeoisie. [...]"

Source: Annerose Menninger, *Für Schweine besser als für Menschen geeignet?*, from: *DAMALS* 10/2007, pages 73-74.

D2

"[...] Venice opened the first coffee house in 1644, and by 1700, many more coffee houses were opened all over Europe. Other than in the Orient – and due to the initially high prices of the exotic hot drinks – every location in Europe developed its own form of consumption.

The aristocracy celebrated hot drinks in their residences and the royal courts as a luxury good and a means to distance themselves from other levels of society. The bourgeoisie emulated their behaviour in private circles, though middle class men also frequented coffee houses. These not only represented a new form of informal connection between statuses of the upper and middle class, but due to the sobering effect and increased focus that the consumption of coffee and tea in particular provided, this also facilitated the creation of a space without the usual excesses of alcohol consumption. Coffee houses became communicative centres in the 18th century where news were exchanged, and they turned into hotbeds of economic entrepreneurship as well as political action. Coffee in particular, but also tea and chocolate, became the drinks of enlightenment. [...]"

Source: Alexandra Bloch Pfister, *Kaffee – die Macht der Nüchternheit*, from: Jan Hodel, Sara Meszaros, Beatrice Ziegler, et al, *Geschichte der Neuzeit*, Zurich 2009, page 222.

Q1



One of the first coffee houses in London, 18th century.

Source: <https://www.bl.uk/collection-items/drawing-of-a-london-coffee-house-c-1690-1700>

D3

“[...] However, chocolate remained a luxury item of the aristocracy and the upper bourgeoisie in the 18th century, while coffee and tea conquered the middle class. There are various reasons for this fact, tied to the competition between the three drinks.

Cocoa import remained meagre compared to coffee. Raw cocoa production resulted in about 7,000 tons a year between 1791 and 1799, of which Spanish America (in particular Venezuela) generated about 5,000 tons and the rest was evenly distributed among Portuguese America (Brazil), Dutch West Indies (Surinam), and French West Indies (Saint-Domingue, Martinique). The yearly raw coffee import rose to impressive 55,000 tons in 1788. Top producer were the French West Indies, followed by Surinam; evidently, the colonies produced rather more coffee than cocoa. Between 1792 and 1798 tea from China was primarily imported to Europe by the Brits and amounted to 11,000 tons, which equals a yearly median of 1,500 tons. Europe was also at a disadvantage when it came to chocolate consumption. Unlike the ready-to-drink imported tea, raw cocoa lost 20 percent of weight through roasting and peeling. This also applied to raw coffee, but those imports were significantly larger. According to historical sources, preparing drinking chocolate required the largest amount of raw material. For a regular breakfast consumption, three pounds of tea, twelve pounds of coffee powder, and 24 pounds of cocoa mass were required yearly. While tea and coffee can be brewed several times, cocoa for drinking chocolate can only be used once. Other than coffee surrogates made from chicory or wheat and herbal teas, there were no substitutes that could have been added to dilute chocolate. In addition, preparing chocolate was very time intensive and required expensive spices. [...]”

Source: Annerose Menninger, *Für Schweine besser als für Menschen geeignet?*, from: *DAMALS* 10/2007, pages 74-75.

Q2

Anonymous wood cut in
Philipp Dufour's treatise,
1685-88

Source: Alexandra Bloch
Pfister, *Kaffee – die Macht
der Nüchternheit*, from: Jan
Hodel, Sara Meszaros,
Beatrice Ziegler, et al, *Ge-
schichte der Neuzeit*, Zurich
2009, page 223.



Tasks

1. Elaborate the most important distribution channels of chocolate in Europe, using D1.
2. Explain the title, "The Journey of Chocolate to Become the Fashion Drink of Enlightenment", using D1, D2, and Q1.
3.
 - Assign the right terms to the right character in Q2: tea, cocoa, coffee.
 - Explain your choice.
4. Imagine you are a patron of the coffee house on Q1. Write a short diary entry in which you describe your experience and impressions. D1, D2, and D3 can help you with this task.
5. Explain why drinking chocolate was the most expensive of the exotic hot drinks in the 18th century, using D3.