

alternative materials, such as polyester and PP, for vacuum-formed trays or wrapping chocolate blocks. Where laminates are concerned it is wise to ensure that the different layers can be recycled together or easily separated for recycling, but the use of mono-materials is generally to be recommended from an environmental standpoint.

## References and further reading

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## CHAPTER 27

# The global chocolate confectionery market

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### 27.1 Background

Chocolate forms an integral part of the global confectionery industry and is widely eaten in most parts of the world. It represents one of the world's most popular forms of snack and is widely recognised as an affordable indulgence on the part of consumers. It appeals to both sexes and to all parts of the age spectrum, as well as being strongly associated with some of the world's leading holidays and festivals. The significance of chocolate and cocoa powder can be further illustrated by its presence in the manufacture of certain other popular foods, examples of which include biscuits, ice cream, dairy desserts and hot beverages.

The earliest references to cocoa and/or chocolate date back thousands of years to what is now Latin America. The beans of the cacao tree (the scientific name for which is *Theobroma cacao*) were roasted and ground to form a spicy chocolate beverage called "xocolatl" in civilisations such as the Mayans and the Aztecs. During these times, cocoa beans were also used as a form of currency, owing to the widespread belief that they were gifts from Quetzalcoatl, the god of wisdom. Chocolate was first imported to Europe following the Spanish conquest of the Aztecs.

It was during the first half of the nineteenth century that products featuring chocolate started to emerge and some of the now-familiar names within the chocolate industry first began to establish themselves. Developments in early technology enabled many forms of confectionery to be manufactured on a larger scale and the availability of glucose and condensed milk made possible the development of boiled sweets, toffees and fudges. The rapid expansion of urban populations throughout Europe, coupled with rising income levels, led to the establishment of a network of retailers in factory towns such as Birmingham in the UK, where Cadbury was born.