



HISTORY OF

# Chocolate



The history, cultural significance and economic impact of chocolate from the Olmecs to the present day.

  
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# The origins of chocolate:



## Chocolate in the Olmec and Maya cultures

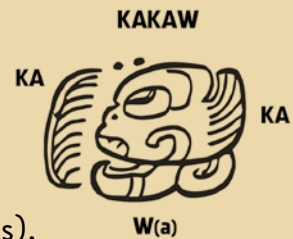
### What is chocolate?

Chocolate is made from the fruit of the cacao tree (*Theobroma cacao*), which is native to South and Central America. Today, cacao is commercially grown in South and Central America, the Caribbean, Africa and Southeast Asia.

The word cacao comes from the ancient Olmec word “kakawa.” The large fruits are called pods, and each pod contains 25-40 seeds, or beans. The pods are about the same size and shape as an American football!

To create chocolate, the beans are removed from the pod, fermented or soured, dried and roasted. Then the shells are removed, leaving the chocolate “nib,” in a process called winnowing. The nibs can then be processed into what we recognize as chocolate. These four steps – although helped along by technology these days – have remained the same for thousands of years.

## Food of the gods



Carl von Linné (Linnaeus), who invented the system of classifying living things that we still use today, gave cacao the botanical name *Theobroma cacao* in 1741. “Theobroma” is from Greek and means “food of the gods.”

### GOING BEYOND THE TEXT: MAP IT

Cacao trees grow only in hot, rainy tropical areas within 20 degrees north and south of the Equator.

On a world map, locate the region best suited for growing cacao trees by determining 20 degrees north and south of the Equator and label it.

Next, locate and label the modern countries that correspond to the areas in Mesoamerica where the Olmec, Maya, Toltec and Aztecs cultivated cacao. Then research countries that are the top cacao producers today. Locate and label them in on your map. Are the areas where cacao is grown today the same as or different from cacao’s historical range? As a class, discuss your findings.

**Florida Standards:** SS.5.G.1.4; SS.5.A.1.1; SS.5.A.2.1; SS.5.G.1.1; SS.5.G.1.2; SS.5.G.4.1; ELA.K12.EE.1.1; ELA.K12.EE.2.1; ELA.K12.EE.3.1; ELA.K12.EE.5.1; ELA.45.C.1.3; ELA.45.C.1.4; ELA.45.C.1.5; ELA.45.C.3.1; ELA.45.C.4.1; ELA.45.F.1.3; ELA.45.F.1.4; ELA.45.R.2.2; ELA.45.V.1.1

LEFT: Maya chocolate vase, c. 450-700 CE. This vase depicts juvenile black howler monkeys taunting their mothers who hold cacao pods. The ancient Maya combined chocolate, water, and chiles in tall, cylindrical vases like this one, then poured the contents into smaller vessels like the chocolate pot also shown on these pages to create a frothy beverage. Image courtesy of Minneapolis Institute of Art.

CENTER: Maya chocolate cup, 600-800 CE. The calligraphy around the rim of this cup refers to its intended function as a chocolate-drinking cup and states that it was owned by a king named Sihyaj Chan K’awil (Sky-Born Lightning). Image courtesy of the Princeton University Art Museum.

RIGHT: Maya chocolate pot, c. 750 CE. Shown is the glyph for “cacao” in the ancient Maya language, confirming its ancient function as a chocolate pot. Image courtesy of Minneapolis Institute of Art.

# Mesoamerica

Mesoamerica was a historic region that included the modern-day countries of northern Costa Rica, Nicaragua, Honduras, El Salvador, Guatemala, Belize, and central to southern Mexico.

For thousands of years, this area was populated by groups including the Olmec, Zapotec, Maya, Toltec and Aztec peoples.



# The Olmec civilization

1500 – 400 BCE

The Olmec people are believed to have occupied a large part of what is now southern Mexico. The Olmec left no written records. What is known about their civilization is based on archeological sites and artifacts, including massive stone heads, pyramids and ceramics. They are considered to be the “mother civilization” of later Mesoamerican peoples.

The Olmec are thought to have been the first to domesticate the cacao tree and to ferment, roast and grind cacao beans. Pots and vessels uncovered from this ancient civilization show traces of cacao residue. The Olmecs engraved images of cocoa trees, cocoa pods and beans, as well as the drinking of chocolate, in their pottery and stoneware.



Anthropologists believe that the Olmecs used chocolate as a ceremonial drink, as part of religious rituals and for medicinal purposes. According to research by linguists, people who study language, the modern word cacao comes from the ancient Olmec word “kakawa.”

# The Maya civilization

250 – 900 CE

The Maya civilization was one of the most dominant societies of Mesoamerica. At its height, the Maya Empire included millions of people living in hundreds of cities ranging from the northern Yucatán Peninsula to modern-day Honduras.

The ancient Maya had a sophisticated understanding of astronomy, mathematics, art and architecture. They had a hieroglyphic system of writing and complex calendar systems. Because some Maya hieroglyphic texts and many painted scenes have survived, we know much more about how cacao was used by this ancient people. Scientists also have found cacao residues in many vessels uncovered in Maya ruins and burial sites.

Like the Olmecs, the Maya consumed chocolate as a drink. They combined cacao paste with water, cornmeal, chili peppers and other spices, then poured the spicy, bitter mixture back and forth between two containers to create a frothy head. The Maya preferred their cacao drinks to be warm or hot.

Cacao played an important role



in the Maya religion. The Maya believed that cacao was discovered by the gods in a sacred mountain (the “Mountain of Sustenance”) and given to humans as a gift, along with maize (corn), honey and fruits.

The ancient Maya celebrated an annual festival in April to honor Ek’ Chuwah, the Maya god of merchants and patron of cacao. Cacao was often used along with incense as a ritual offering to the gods.

Cacao was also a sign of importance among the Maya, associated with high status and special occasions. Surviving paintings show frothy drinks being consumed at royal courts and by couples being married.

Finally, the ancient Maya used fermented and dried cacao beans as a unit of currency and as a trade good. The Maya did not use coins as money.

Sources: Sophie D. and Michael D. Coe, *The True History of Chocolate*; Louis Evan Grivetti and Howard-Yana Shapiro, *Chocolate: History, Culture and Heritage*; Antiquity, “Oldest chocolate in the New World”; History.com; Human Relations Area Files, “The Mesoamerican origins of chocolate featuring eHRAF Archaeology”; National Geographic; PNAS, “New light on the use of Theobroma cacao by Late Classic Maya,”; Smithsonian Magazine, “What We Know About the Earliest History of Chocolate”

# TIME LINE

AMERICAN HERITAGE Chocolate; Florida Memory; National Geographic; National Museum of American History

## MESOAMERICA

1500-400 BCE  
Olmec civilization

200-900 CE  
Maya civilization

## FLORIDA

1000 BCE-1000 CE  
Woodland culture

## CHOCOLATE

3200 BCE  
Archaeological evidence suggests cacao use by people living in what is now Ecuador.

1900 BCE  
Archaeological evidence suggests cacao use by people living in what is now southern Mexico.

200-900 CE  
The Maya are the first civilization to record the farming of cacao.



## The Toltec civilization

### 900 - 1200 CE

The Toltecs lived in central Mexico. Their capital city, Tollan, is thought to have had 30,000-40,000 residents at its peak.

The Toltecs believed that the god Quetzalcóatl stole the cacao tree from the other gods and planted it in the fields of Tollan. He asked the rain god Tlaloc to water it, and the fertility goddess Xochiquetzal to decorate it with flowers. Once the plant bore fruit, Quetzalcóatl picked the pods, toasted the fruit, and taught the women to grind it and mix it with water in pots.

The Aztecs destroyed Tollan in the mid-12th century, but absorbed many aspects of Toltec religion and culture, including their language, Nahuatl.

RIGHT: Figure of Tlaloc, Toltec/Aztec god of rain. Image courtesy of National Museum of the American Indian.

ABOVE: Xochiquetzal, Aztec goddess of fertility. Image courtesy Wikimedia Commons.



# Chocolate in the Toltec and Aztec cultures

## The Aztec civilization

### 1325 - 1521 CE

The Aztec – or Mexica, as the Aztec called themselves – ruled a large empire in what is now central and southern Mexico in the 15th and early 16th centuries.

Sometime after 1200, the Aztecs migrated from western Mexico to the cities in the central valley and conquered many of the areas previously ruled by the Maya, Toltecs and other groups.

The Aztec capital city, Tenochtitlán, was founded in 1325 CE. By the early 16th century, the Aztec Empire ruled up to 10 million people. Tenochtitlán may have had more than 200,000 residents. It was the most densely populated city ever to exist in Mesoamerica.

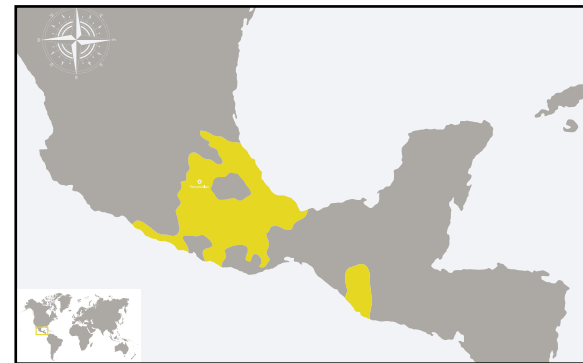
The Aztecs developed a sophisticated system of agriculture, a powerful military, a large commercial trading network and a rich intellectual and artistic culture.

Aztec society was rigid and elitist. At the top, there was a hereditary class of nobles, the greatest of whom was the “great speaker,” or emperor. There was a prestigious priesthood, who presided over the complex Aztec religious rituals. There was a large warrior class, who were not noble but who were respected socially and rewarded financially. There was a merchant class, who conducted the long-distance trade necessary to keep the empire flourishing. And at the bottom, there was a large group of working-class commoners as well as serfs who worked on noble estates.

The Aztec religion shared many of the beliefs of earlier peoples, including the Maya and the Toltecs. Like the Toltecs, the Aztecs also believed that Quetzalcóatl gave cacao to humanity:

“A Mexica princess guarded the treasure that belonged to her husband, who had left to defend the empire. While he was away, she was assaulted by her husband’s enemies, who attempted to make her reveal the secret place where the royal treasure was hidden. She remained silent, and out of

revenge for her silence they killed her. From the blood shed by the faithful wife and princess, the cacao plant was born, whose fruit hides the real treasure of seeds – that are bitter like the suffering of love; seeds – that are strong like virtue; seeds – that are lightly pink like the blood of the faithful wife.



And it was that Quetzalcóatl gave to humans the gift of the cacao tree for the faithfulness of the princess.”

The Aztecs learned how to produce and prepare cacao from the Maya. Unlike the Maya, who drank their chocolate warm or hot, the Aztecs drank it cold.

Chocolate became popular as a drink among the Aztec upper classes. It was typically served after meals in a special cup, called a *xicalli*, made out of a decorated gourd.

The warrior class also drank chocolate. Cacao was distributed as military rations, along with toasted maize (corn), maize flour, tortillas, beans and dried chilis.

Researchers are divided on whether or not common people drank cacao. Evidence seems to suggest that if they did, it was as a gruel mixed with corn.

Finally, the Aztecs, like the Maya, used fermented and dried cacao beans as a unit of currency and as a trade good. Aztec rulers received cacao beans as tribute from peoples they had conquered, and Aztec merchants purchased and traded cacao beans.

## MESOAMERICA

900-1200 CE

Toltec civilization

1100-1525 CE

Aztec civilization

## FLORIDA

1000-1500 CE

Mississippian culture

1500

Timucua, Apalachee and Calusa Native American cultures

1513

Spanish conquistador Juan Ponce de León lands on the East coast of Florida near what is now St. Augustine.

## CHOCOLATE

1502

Italian explorer Christopher Columbus, on his fourth voyage to the New World, meets a Maya trading party with a canoe filled with cacao beans, which he mistakes for almonds.

1519

Spanish conquistador Hernán Cortés enters the Aztec capital and shares ceremonial cacao drinks with Aztec emperor Montezuma II.

# How did it taste?

Until the late 1800s, chocolate was consumed primarily as a beverage.

Ancient Mesoamerican cacao drinks were quite bitter compared to today's chocolate. The most basic recipes consisted of just water and cacao paste.

Flavorings added to chocolate by the

Maya and Aztecs included honey, chili, vanilla, annatto, achiote and zapote.

Ground maize (corn) was sometimes added as a thickener, turning chocolate into a gruel. The chocolate drink was nutritious and provided ancient Mesoamericans with nourishment for a full day.

*“They make of ground maize and cacao a kind of foaming drink which is very savory, and with which they celebrate their feasts. And they get from the cacao a grease which resembles butter, and from this and maize they make another beverage which is very savory and highly thought of...They also parch the maize and grind it, and mix it with water, thus making a very refreshing drink, throwing in it a little Indian pepper or cacao.”*

- Diego de Landa (1524 – 1579), Spanish Franciscan priest and bishop of Yucatán

# First contact

1502

The first European encounter with cacao took place in 1502, on the fourth voyage of Christopher Columbus.

On August 15, 1502, his fleet of four caravels (sailing ships) and 150 men anchored off the island of Guanaja, off the northern coast of modern-day Honduras.

Columbus' landing party was met by a huge trading canoe, which was captured without resistance. Rowed by enslaved people, it had a shelter admidships under which it carried children and women along with its cargo of fine cotton garments, Aztec war clubs

(*macuahuitls*), small axes, bells of cast copper and provisions.

Also among its cargo were what Columbus' second son Ferdinand, who chronicled the voyage in 1503, described as “almonds:” “They seemed to hold these almonds at a great price; for when they were brought on board ship together with their goods, I observed that when any of these almonds fell, they all stooped to pick it up, as if an eye had fallen.”

The “almonds,” of course, were cacao beans.

Columbus remained unaware of the importance of “almonds” in Mesoamerica, and sailed on to what is now Panama.

He died in Spain in 1506, having never tasted chocolate.



## GOING BEYOND THE TEXT: TRADITIONAL FOODS

Chocolate was extremely important to the Olmec, Maya, Toltec and Aztec cultures in ancient Mesoamerica.

What foods have historical, cultural and spiritual significance to modern-day Americans? Are there traditional stories or festivals about these foods? Is the food an important part of cultural celebrations?

See if you can find an article in the Tampa Bay Times about a cultural celebration with food. Compare how modern Americans and ancient Mesoamericans thought about important foods. What similarities can you find? What differences?

Create a poster, PowerPoint or Prezi presentation about your findings and present them to your class.

**Florida Standards:** SS.4.A.6.2; SS.4.A.6.3; SS.5.A.1.1; SS.5.A.2.2; SS.5.E.1.1; ELA.K12.EE.1.1; ELA.K12.EE.2.1; ELA.K12.EE.3.1; ELA.K12.EE.5.1; ELA.45.C.1.3; ELA.45.C.1.4; ELA.45.C.1.5; ELA.45.C.2.1; ELA.45.C.3.1; ELA.45.C.4.1; ELA.45.F.1.3; ELA.45.F.1.4; ELA.45.R.2.2; ELA.45.V.1.1; ELA.45.C.5.1; ELA.45.C.5.2;

An Aztec woman pours chocolate from one vessel to another in the Codex Tudela, a 16th-century manuscript. Image courtesy Wikimedia Commons.

Sources: Sophie D. and Michael D. Coe, *The True History of Chocolate*; Louis Evan Grivetti and Howard-Yana Shapiro, *Chocolate: History, Culture and Heritage*; Human Relations Area Files, “The Mesoamerican origins of chocolate featuring eHRAF Archaeology”; *Encyclopaedia Britannica*; Food Network; History.com; National Geographic



1521 CE

Spanish conquistador Hernán Cortés conquers the Aztec capital, Tenochtitlán, marking the end of the Aztec empire.

1521

Ponce de León returns to Florida in search of gold and is killed in South Florida.

1527-1536

Spanish conquistador Pánfilo de Narváez lands on the West coast of Florida near what is now Tampa Bay. The expedition fails, with only four men surviving.

1539 -1542

Spanish conquistador Hernando De Soto lands on the West coast of Florida near what is now Tampa Bay.

1544

Dominican friars bring a delegation of Maya nobles to visit Prince Philip in Spain, marking the first documented appearance of cacao in the Old World.

## GOING BEYOND THE TEXT: TASTE TEST

Ancient Mesoamericans, Europeans and American and Spanish colonists all enjoyed chocolate drinks, but they flavored them very differently. Here are two recipes for chocolate drinks. Which one do you think you will like best? Why? Which one do you think you will like least? Why?

Prepare each of the recipes and evaluate the resulting drink on its appearance, texture, aroma and flavor. Some of the attributes that you may want to consider include:

**Appearance:** Color, thick/thin

**Texture:** Thick/thin, smooth/gritty, creamy/watery

**Aroma:** Roasted, nutty, sweet

**Flavor:** Sweet, bitter, spicy, milky, vanilla, fruity

Write a newspaper article about the results of your taste test, using the articles in the *Tampa Bay Times* food section as models. Share your thoughts with your class.

**Florida Standards:** SS.4.A.6.3; SS.5.A.2.1; ELA.K12.EE.1.1; ELA.K12.EE.2.1; ELA.K12.EE.3.1; ELA.K12.EE.5.1; ELA.45.C.1.3; ELA.45.C.1.4; ELA.45.C.1.5; ELA.45.C.2.1; ELA.45.C.3.1; ELA.45.F.1.3; ELA.45.F.1.4; ELA.45.R.2.2; ELA.45.V.1.1

### RECIPE: Aztec chocolate

1 ounce unsweetened baking chocolate

1 teaspoon vanilla

2/3 cup boiling water

Crushed red peppers or chilies to taste

Grate the unsweetened chocolate into a bowl and cover it with a little of the boiling water. Mash the mixture into a paste. Add the rest of the water, the vanilla and the pepper or chilies. Allow the mixture to cool, then beat with a molinillo, electric mixer, immersion blender or blender until frothy.

The chocolate does not totally dissolve in the water using this technique. Tiny particles of chocolate will float in the water, and you will be able to taste the grittiness in the drink.

Source: *The Field Museum, Cocoa Connections: From Beans to Bars, A Resource Kit for Educators*

### RECIPE: Spiced hot chocolate

2 cups water

1/4 cup sugar

1 strip of lemon peel, about 1 inch by 2 inches

1 3-inch cinnamon stick

Pinch of ground cloves

1/4 cup cocoa powder

1 teaspoon vanilla

Heat the first five ingredients to boiling. Reduce the heat and simmer for 3 minutes. Remove from the heat and whisk in the cocoa powder and vanilla until foamy. Strain into warmed cups.

Source: *Jane Austen Centre*



First published plan (1524) of the Aztec city of Tenochtitlán (labeled Temixtitan on the map), which Hernan Cortés and his army attacked and destroyed in May 1521. Image courtesy Library of Congress.

# 1519 Invasion and conquest

In 1519, inspired by rumors of gold and riches, the Spanish conquistador Hernán Cortés (1485–1547) led an expedition of eleven ships and five hundred men from Cuba to Mexico.

On November 8, 1519, Cortés entered the Aztec capital, Tenochtitlán. The ninth Aztec emperor, Montezuma II, welcomed Cortés. Cortés, however, took Montezuma prisoner, believing that the Aztecs would not attack while he held the emperor captive. Montezuma died in Spanish custody in 1520.

In 1521, Cortés, allied with native rivals of the Aztecs, conquered Tenochtitlán after a 93-day siege and defeated what would be the last Aztec emperor, Cuauhtémoc.

Two years after the arrival of Cortés and his conquistadors, constant war, as well as epidemic diseases of Old-World origin such as smallpox and measles, had brought an end to the Aztec empire.

Like Columbus, Cortés was unimpressed by cacao. The Spaniards quickly learned and took advantage of the

monetary value of the beans in the Mesoamerican economy, but they found the bitter beverage nearly undrinkable. Girolamo Benzoni, a Milanese merchant and traveler, wrote in his 1565 *Historia del Mondo Nuovo*, “It (cacao) seemed more a drink for pigs, than a drink for humanity.”

Gradually, as Spanish colonists began living among and marrying into Aztec society, they began to adopt the traditional Mesoamerican use of cacao as a beverage.

However, they found ways to make the drink more suitable to their tastes. They added Old World spices and sweeteners, such as cinnamon, anise, allspice and cane sugar, instead of native flavorings. They drank their chocolate hot, not cold like the Aztecs. They obtained a frothy head on the chocolate not by the traditional method of pouring the liquid from one vessel into another, but by beating the chocolate with a large wooden utensil called a *molinillo*. And finally, they began to make wafers or cakes of ground cacao that could be easily stored or shipped and to which hot water and sugar could be added.

Sources: Sophie D. and Michael D. Coe, *The True History of Chocolate*; Louis Evan Grivetti and Howard-Yana Shapiro, *Chocolate: History, Culture and Heritage*; *Encyclopaedia Britannica*; Library of Congress

## FLORIDA

1564

French settlers establish Fort Caroline in what is now Jacksonville.

1565

Spain establishes St. Augustine, the first permanent European settlement in North America.

## CHOCOLATE

1579

English pirates burn a shipload of cacao beans, mistaking them for sheep droppings.

1585

The first documented official shipment of cacao beans to Spain.



“Chocolate, an excellent West India drink, sold in Queen’s-Head-alley, in Bishopsgate-street, by a Frenchman, who did formerly sell it in Gracechurch-street and in Clement’s-churchyard; being the first man who did sell it in England. There you may have it ready to drink, and also unmade at easie rates, and taught the use thereof, it being for its excellent qualities so much esteemed in all places. It cures and preserves the body of many diseases, as is to be seen by the book, who hath it there to be sold also.”

- Needham’s Mercurius Politicus, 12-23 June 1659

LEFT: La tasse de chocolat, 1768. This painting by Jean-Baptiste Charpentier the Elder shows the family of the Duke of Penthièvre drinking chocolate. Image courtesy of Wikimedia Commons.

# 1544

## Chocolate reaches the Old World

No one knows exactly when cacao first arrived in Europe.

It seems reasonable to guess that it must have been introduced by Cortés. In 1519, Cortés shipped gold and silver objects and native books back to Spain. In 1528, he brought one of Montezuma’s sons, along with other Mexican nobles, rich gifts and animals including jaguars and an armadillo, to the court of Charles V, King of Spain and Holy Roman Emperor. However, no documentation of cacao among these shipments has been discovered by historians.

The first documented appearance of cacao in the Old World was in 1544, when Dominican friars took a group of Maya nobles to visit Prince Philip in Spain. They brought presents including quetzal feathers, lacquered gourds, chilis, maize, incense – and jars of beaten chocolate. The first documented official shipment of cacao beans to Spain was in 1585.

The popularity of chocolate grew rapidly among Spanish royalty and nobility. By the mid-1600s, chocolate had become a popular drink among the royals and nobles of Portugal, Italy and France.

Chocolate reached England in the 1650s, and it became more popular and more available after the English captured Jamaica and its cacao

plantations from Spain in 1655. The first “chocolate house,” named The Coffee Mill and Tobacco Roll, opened in London in 1657.

For the Spaniards and other Europeans, chocolate had no spiritual qualities, as it had for the Mesoamericans. Instead, it was a luxury that was considered nutritious and medicinal.

In Europe, high transportation costs and import duties made chocolate very expensive. Chocolate would remain largely a luxury for the wealthy for the remainder of the 17th and 18th centuries, until technological innovations during the Industrial Revolution of the late 18th and early 19th century brought it within reach of the masses.

**HIS MAJESTY**  
**HAS granted to WALTER CHURCHMAN LETTERS PATENT** for his New Invention of making **CHOCOLATE** without FIRE, to greater Perfection, in all Respects, than by the common Method, as will appear on Trial, by it's immediate Dissolving, full Flavour, Smoothness on the Palate, and intimate Union with Liquids: And as it is much finer than any other Sort, so it will go farther, and is of greater Nutriment, and less offensive to weak Digestions, being by this Method made clean, and free from the usual Grit and gross Particles so much disliked; which is referred to the fair and impartial Experiment: Such the Patentee proposeth for his Standard: But the Curious may be supply'd with his **SUPERFINE CHOCOLATE**, which is as many Degrees finer than the above Standard, as that exceeds the finest sold by other Makers.  
 To be sold at his House in Broad-Mead, BRISTOL, with Allowance to those that sell it again: Where also the Venders of **COFFEE, TEAS, and COKE**, may be supplied with any Quantities, at very low Prices.  
**N. B. The same CHOCOLATE is sold at Churchman's CHOCOLATE WAREHOUSE In St. Paul's Church-Yard, LONDON.**

The Gloucester Journal (England), Dec. 14, 1736.

**1641**  
 The Spanish ship *Nuestra Señora del Rosario y el Carmen*, severely damaged in a hurricane while navigating the Florida Straits, is forced to make port in St. Augustine. The ship was carrying cacao beans, chocolate, and tools and utensils for making and serving chocolate. This marks the earliest record of chocolate in what would become the United States.

**1657**  
 The first “chocolate house,” named The Coffee Mill and Tobacco Roll, opens in London.

**1670**  
 A public house in Boston starts selling chocolate produced in Europe.

# CHOCOLATE VOCABULARY

**Chocolatera (Spanish) / chocolatière (French):** a pot for serving chocolate drinks.

**Coco chocolatero:** a decorated coconut-shell cup for drinking chocolate.

**Jícara:** a shallow chocolate cup made from a gourd from the jícara tree; later, a ceramic cup of a similar shape for drinking chocolate (from the Nahuatl word *xicalli*). Nahuatl was the language of both the Toltec and Aztec civilizations.

**Metate:** a stone with a concave upper surface used as the lower millstone for grinding foods. Stone *metates* were used in Mesoamerica for grinding dried and roasted cacao nibs into chocolate paste. In the colonial period, this practice continued largely unchanged.

**Mancerina:** a small plate with a raised ring in the center to hold a *pocillo*.

**Mano:** a pestle; a stone used as the upper millstone for grinding foods by hand on a *metate*.

**Molinillo (Spanish) / moulinet (French):** a wooden utensil for frothing chocolate drinks.

**Pocillo:** a porcelain cup for drinking chocolate, styled after Chinese-made porcelain teacups.

**Tecomate:** a gourd-shaped container used to prepare chocolate.

Sources: Merriam-Webster; Louis Evan Grivetti and Howard-Yana Shapiro, *Chocolate: History, Culture and Heritage*

## Chocolate Returns To The New World

# 1641

## First recorded appearance of chocolate in the future United States

In 1641, the Spanish ship *Nuestra Señora del Rosario y el Carmen*, captained by Hermenexildo Lopez, was severely damaged in a hurricane while navigating the Florida Straits on her way to Spain.

The captain threw overboard much of the ship's rigging and cargo to lighten the vessel, saving only the most precious cargo. The ship made it to the Spanish colony of St. Augustine on Sept. 29, 1641, where the remaining cargo – 86 individual crates, boxes and bundles – was unloaded and stored.

In addition to items such as rosaries, porcelain dishes from China and fine cloth, the *Nuestra Señora del Rosario y el Carmen's* cargo included: 122 pounds of cacao; more than 1,000 one- to two-pound boxes of chocolate; *molinillos*; and dozens of *jícaras* and *cocos*, some richly decorated with gold and silver.

The cargo also included porcelain chocolate cups with handles and saucers from China; silver stands to hold the *jícaras*; *tecomates*; and fine cotton and silk *pañitos chocolateros* (doilies or napkins used



Anonymous, *A Man Scraping Chocolate*, circa 1680-1780, Oil on canvas, 41 x 28 in. (104.1 x 71.1 cm). Image courtesy of North Carolina Museum of Art.

when serving chocolate).

These items were later auctioned as salvage to partially repay the owners of the lost and damaged cargo. Between March 7-20, 1642, a series of nine auctions took place in St. Augustine. During the last auction on March 20, nine *metates* and *manos* were sold for 21 *reales* each, while chocolate sold for 5 *reales* per pound.



These porcelain cocoa cups were made in Jiangxi, China for the European market. They were recovered from the sites of three 1715 shipwrecks off the east coast of Florida. Image courtesy Florida Division of Historical Resources, Bureau of Archaeological Research.

## About St. Augustine

Established by Pedro Menéndez de Avilès in 1565 as a small military garrison with 800 soldiers, sailors and civilians, St. Augustine in 1641 was a multicultural and multiethnic society that was unique in colonial North America.

Its inhabitants included Spaniards born in Spain (known as *peninsulares*), people of Spanish descent who were born in America (known as *criollos*), Native Americans, Africans and multiracial people.

Source: Florida Museum

## FLORIDA

1738

The free Black settlement, Fort Mose, is established near St. Augustine.

## CHOCOLATE

1682

Boston merchants start to import cocoa beans, marking the beginning of chocolate production in the American colonies.

1735

Benjamin Franklin sells chocolate out of his print shop in Philadelphia.

1737

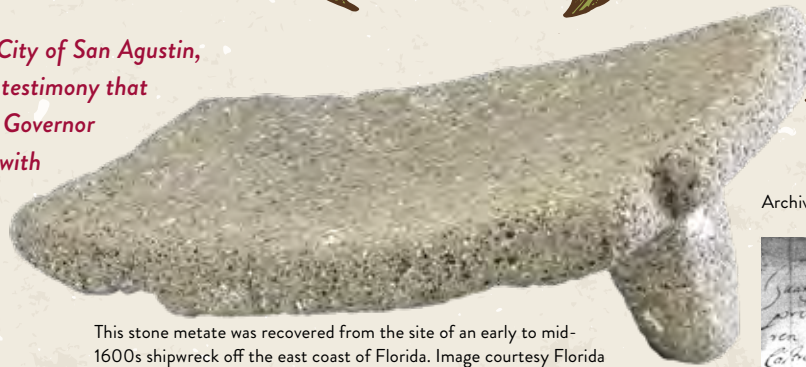
A hand-operated chocolate machine is advertised for sale in a Boston newspaper.

1741

Carl von Linné (Linnaeus), who invented the system of classifying living things that we still use today, gives cacao the botanical name *Theobroma cacao*. "Theobroma" is from Greek and means "food of the gods."

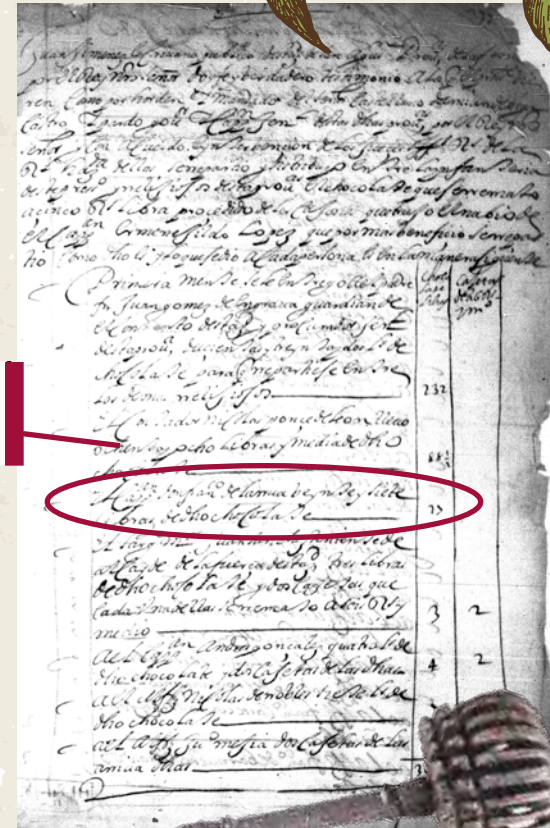


“ I, Juan Jimenez, the Public Commissioner of Peach, in this City of San Agustin, in the Province of Florida, in the name of God I attest and give true testimony that by order of the Castilian Lord Damian de la Vega Castro y Pardo, Governor and Capitán General of these provinces, and in agreement and with the assistance of Audiencia Real, I say that the chocolate that came on the ship Nuestra Señora del Rosario, whose captain is Ermenexildo Lopez, and that auctioned at 5 reales per pound, has been apportioned and distributed for a maximum benefit among the infantry of this presidio [of San Agustin] and among the religious of this province [of Florida] in the following way.”



This stone metate was recovered from the site of an early to mid-1600s shipwreck off the east coast of Florida. Image courtesy Florida Division of Historical Resources, Bureau of Archaeological Research.

Archivo General de Indias



*Al Sr. don Francisco de la Rúa (don Fran<sup>co</sup> de Iarrua) (veinte y siete libras de chocolate)*

Captain don Francisco de la Rúa (don Fran<sup>co</sup> de Iarrua) (veinte y siete libras de chocolate) (Captain Francisco de la Rúa twenty-seven pounds of chocolate). Archivo General de Indias

than anyone else on the list – 232 pounds.

Second on the list is Nicolás Ponce de León, a *criollo* auditor, who received 88.5 pounds. He would later become Sergeant Major of St. Augustine and interim Governor of Florida.

Third on the list is Francisco de Iarrua (de la Rúa), a Captain, who received 27 pounds of chocolate. De la Rúa was a wealthy *peninsular*.

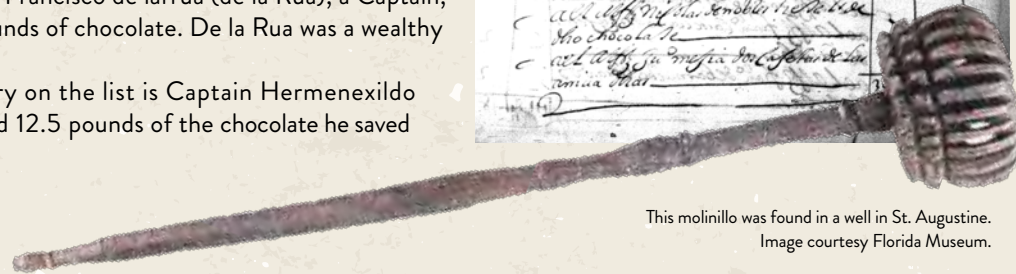
The very last entry on the list is Captain Hermenexildo Lopez, who received 12.5 pounds of the chocolate he saved from the sea.

## Chocolate is distributed to the residents of St. Augustine

In March 1642, a total of 1,167 pounds and 75 small boxes of chocolate from the *Nuestra Señora del Rosario y el Carmen* were ordered to be distributed by the governor of the province of Florida. Receiving these gifts were 222 residents of the presidio (fort) and the City of St. Augustine.

The people on the list, with one exception, are identified by name, and in many cases also by occupation. Occupations or positions listed include: adjutant aide-de-camp, Agustin friar, auditor, captain, corporal, corporal of the stables, ensign, lawyer, lieutenant, page, parish priest, peace notary, sailor, second lieutenant, sergeant, sergeant major, ship boy and superior.

First on the list is Father Juan Gómez, Guardian of the Convent of St. Augustine and Attorney General of the Province of Florida. Juan Gómez de Palma, a *peninsular*, arrived as a missionary in Florida in 1609. He held his position in St. Augustine from 1631 until 1645. He received more chocolate



This molinillo was found in a well in St. Augustine. Image courtesy Florida Museum.

### GOING BEYOND THE TEXT

Only one of the 222 people on the chocolate distribution list is not identified by name. The only woman to appear in this document, who is listed simply as *Mujer de ML Mateo*, received 2.12 pounds of chocolate. Appearing 175th in the list, she has no occupation noted.

Read the following articles about women in St. Augustine:

- National Park Service, “Women’s History in St. Augustine,” <https://www.nps.gov/foma/learn/historyculture/women.htm>
- Florida Museum, “Further Reading: The Avero Girls,” <https://www.floridamuseum.ufl.edu/staugustine/timeline/criollas-soldiers/>

How might this woman resemble some of the women profiled in the articles? What guesses can you make about her position in St. Augustine society? Do you think she was able to enjoy chocolate and other luxuries on a regular basis? Create a social media profile for this woman. Share your ideas with your class.

**Florida Standards:** SS.4.A.1.1; SS.4.A.1.2; SS.4.A.3.3; SS.5.A.1.1; ELA.K12.EE.1.1; ELA.K12.EE.2.1; ELA.K12.EE.3.1; ELA.K12.EE.5.1; ELA.45.C.1.3; ELA.45.C.1.4; ELA.45.C.1.5; ELA.45.C.2.1; ELA.45.C.3.1; ELA.45.C.4.1; ELA.45.F.1.3; ELA.45.F.1.4; ELA.45.R.2.2; ELA.45.V.1.1; ELA.45.C.5.1; ELA.45.C.5.2

Sources: Archivo General de Indias; Louis Evan Grivetti and Howard-Yana Shapiro, *Chocolate: History, Culture and Heritage*; Florida Museum; John H. Hann Collection at University of Florida; PBS.

1763

The end of the French and Indian War results in the transfer of Florida from Spain to England. The colony was divided into East and West Florida.

1776

Florida remains loyal to England during the American Revolution. Many loyalists escape into Florida, mostly settling in St. Augustine.

1783

- The Treaty of Paris ends the American Revolution. Florida is returned to Spain. Most English settlers in Florida leave for England or the Bahamas.
- Florida’s first newspaper, the Tory-run *East-Florida Gazette*, starts publishing.

1755

During the French and Indian War, Benjamin Franklin procures chocolate for the British soldiers fighting the French.

1758

George Washington orders 20 pounds of chocolate and 20 pounds of cacao bean shells. He continues to order and enjoy chocolate for the rest of his life. Three months before his death in 1799, Washington ordered 50 pounds of chocolate.

1806

During the Lewis and Clark Expedition, William Clark writes in his journal: “I felt my Self very unwell and derected (directed) a little Chocolate which Mr. McClellen gave us, prepared of which I drank about a pint and found great relief.”



# Francisco de la Rúa's last will and testament

On the previous pages, we read about Francisco de la Rúa, a wealthy captain in St. Augustine's infantry.

Captain de la Rúa lived in St. Augustine until his death in 1649.

The records of de la Rúa's will survive in the Archivo General de Indias, a Spanish archive in Seville, Spain. From them, we have a complete inventory of the possessions and household goods of a wealthy and important member of St. Augustine society.

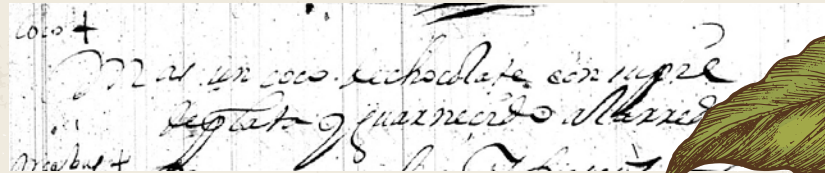
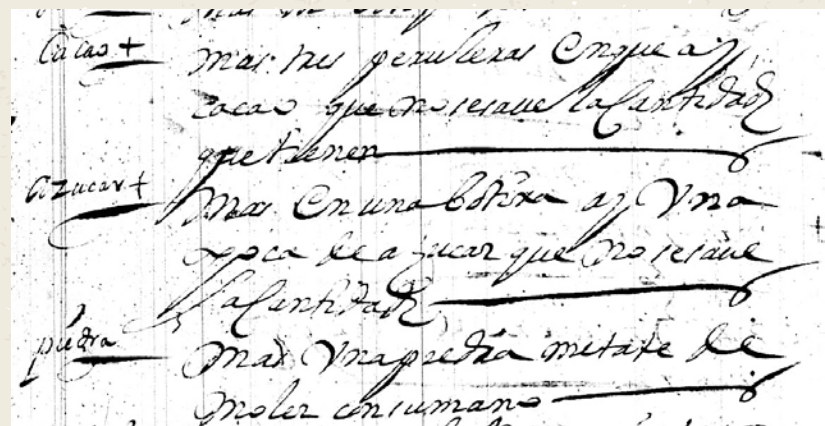
These included: a house with a separate kitchen building and a

mill for grinding maize; furniture made of mahogany, ebony and cedar; weapons and tools; silver and china tableware; and fine clothing and linens. Captain de la Rúa also owned two enslaved people: a *criollo* named Juan Gutiérrez and a man from Angola named Mateo.

We also learn from this document that Captain de la Rúa, who received 27 pounds of chocolate from the *Nuestra Señora del Rosario y el Carmen* in 1642, remained a devoted drinker of chocolate for the rest of his life.



Disposition of the Estate of Captain Francisco de la Rúa, Deceased in St. Augustine in 1649. Archivo General de Indias



Among de la Rúa's many possessions were three jars filled with cacao beans; a metate (*pedra*) and *mano* for grinding cacao beans; a jar of sugar (*azúcar*); and a *coco* decorated with silver.



**FLORIDA**  
**1816**  
 Andrew Jackson invades Florida in pursuit of Seminole Indians. Start of the First Seminole War.

**1821**  
 • Florida becomes a U.S. Territory.  
 • Florida's first American newspapers, the *Florida Gazette* in St. Augustine and the *Floridian* in Pensacola, begin publishing.  
 • Tallahassee is established as Florida's capital.

**1830**  
 The first Florida census counts a population of 34,730, including 18,395 white and 16,335 nonwhite people.

**1835-1842**  
 Second Seminole War

**1845**  
 Florida becomes the twenty-seventh state.

**1855-1858**  
 Third Seminole War

**CHOCOLATE**  
**1824**  
 John Cadbury opens a coffee and tea shop in Birmingham, UK, and sells chocolate.

**1828**  
 Dutch chemist Coenraad Johannes Van Houten patents a process to separate cocoa butter from cocoa solids, resulting in what is now called "cocoa powder."

**1847**  
 Joseph Fry and Sons, an English confectionary company, develops the first solid chocolate bar by blending together cocoa solids, cocoa butter and sugar.

# What was it worth?

Captain de la Rua's possessions were sold at auction after his death for a total of 19,516 *reales*. Some of the items sold include:

- A muslin handkerchief was sold to Ensign Francisco Díaz for six *reales*.
- The coco was sold to Sergeant Major Alonso Solana for 20 *reales*.
- A little pistol was sold to Sergeant Joan López de Fontobal for three *pesos* (24 *reales*).
- Seven saucers of fine china were sold to Adjutant Carmentes for 35 *reales*.
- Twelve pounds of sugar were sold to Captain Manoel Díaz Leandro at three *reales* per pound, for a total of 36 *reales*.
- An “old style one-bladed sword slightly curved at the end” was sold to Adjutant Don Diego Dizido for 36 *reales*.
- A printed cotton shirt with puffed sleeves was sold to Don Juan de Tapia for eight and 1/2 *pesos* (68 *reales*).
- Eighteen hens and one rooster were sold to Ensign Francisco de Iztueta for six *reales* per bird, for a total of 114 *reales*.
- Nine and 1/2 *arrobas* (237 1/2 pounds) of flour were sold to Captain Antonio de Herrera for 12 1/2 *reales* per *arroba*, for a total of 119 *reales*.
- Seventeen thousand (17,000) cacao beans were sold to Don Juan de Tapia at two *pesos* (16 *reales*) per thousand, for a total of 272 *reales*.
- A bed, two mattresses, a quilt and a small buffet were sold to Sergeant Major Salvador de Zigarroa for 55 *pesos* (440 *reales*).
- The house and outbuilding were sold to Corporal Domingo de Leturiondo for 455 *pesos* (3,640 *reales*).

The silver *real* was the currency of the Spanish colonies in America. Eight *reales* made one *peso*, also known as a Spanish dollar.



Silver *reales*, 1752. Image courtesy Florida Division of Historical Resources, Bureau of Archaeological Research.



## GOING BEYOND THE TEXT:

What was the purchasing power of a Spanish *real* in 17th-century St. Augustine?

Examine the auction records at left. Look at the items sold, their sale price and who the purchaser was. Next, examine the two tables below, which estimate the annual salaries of various occupations and the prices of some common items in 17th-century St. Augustine.

What conclusions can you draw about the people who purchased de la Rua's possessions? What do the sale prices suggest about the value placed on the various items? What was the likely economic and social status of each buyer? Why did they choose to buy these items? What use might they have made of them?

Look at the sale prices and buyers of the chocolate-related items. Compare them to the other items sold at auction. What conclusions can you draw about the importance of chocolate in St. Augustine society?

OCCUPATION	ANNUAL SALARY IN REALES
Governor	22,913
Sergeant Major	6,578
Captain	3,113
Parish priest	3,113
Sergeant	1,441
Infantryman	1,265
Franciscan friar	1,265

ITEM	PRICE IN REALES
Horse	1,600
Wine	1,280 per barrel
Suit of clothes	220
Sword	88
Shirt with lace cuffs	48-60
Hat	34-42
Soap	24 per pound

Sources: Archivo General de Indias; John H. Hann Collection at University of Florida; Florida Museum

**Florida Standards:** SS.4.A.1.1; SS.4.A.1.2; SS.4.A.3.3; SS.4.A.6.2; SS.4.FL.2.6; SS.5.A.1.1; SS.5.A.4.4; SS.5.E.1.2; ELA.K12.EE.1.1; ELA.K12.EE.2.1; ELA.K12.EE.3.1; ELA.K12.EE.5.1; ELA.45.C.1.3; ELA.45.C.1.4; ELA.45.C.1.5; ELA.45.C.2.1; ELA.45.C.3.1; ELA.45

### 1861

- The Secession Convention votes 62-7 to adopt an Ordinance of Secession and withdraw Florida from the United States, then ratifies the constitution adopted by the Confederate States of America.
- The Civil War begins.

### 1862

Union forces occupy Fernandina, Jacksonville and St. Augustine.

### 1864

The *Times-Union* newspaper begins publishing in Jacksonville.

### 1865

Abraham Lincoln's second inaugural ball menu features chocolate in three forms: an edible sculpture made of chocolate, chocolate ice cream and a chocolate drink.

### 1868

Richard Cadbury introduces the first “chocolate box,” containing chocolate candies and decorated with a painting of his daughter Jessica holding a kitten.

# Chocolate in colonial America

“The superiority of chocolate, both for health and nourishment, will soon give it the same preference over tea and coffee in America which it has in Spain.”

- Letter from Thomas Jefferson to John Adams, November 27, 1785

Chocolate appeared in the English colonies in North America by the early 1700s. A British customs document records a shipment of cacao arriving in Boston from Jamaica in 1682.

In Britain, cacao and chocolate were heavily regulated and taxed. Because it was expensive, chocolate remained a luxury item in Britain.

However, throughout the 18th century, chocolate became more easily available, and therefore cheaper, in colonial America.

Most cacao beans brought to colonial America were imported (both through legal trade and through smuggling) from Spanish New World colonies to major seaports in New England and mid-Atlantic colonies.

Boston, MA; Newport, RI; Philadelphia, PA and New York became centers of chocolate production. There were as many as 70 commercial chocolate makers in colonial America during the 18th century.

Unlike the New England and mid-Atlantic colonies, Virginia, Maryland and the southern colonies were not major manufacturers of chocolate, but the colonists definitely liked to drink it.

Founding Father George Washington and his wife, Martha, both enjoyed chocolate. At their estate in Virginia, Mount Vernon, it was usually served as a warm drink with breakfast. It was prepared by grating chocolate into boiling water, milk and water, or wine and water and adding spices and sugar before frothing it. Mrs. Washington, however, enjoyed a lighter, tea-like chocolate beverage made from steeping cacao shells in hot water.

BENJAMIN FRANKLIN, Printer,  
IS removed from the House he lately dwelt  
in, four Doors nearer the River, on the same  
side of the Street,

Where may be had,

**B**IBLES, large Folio in great Print;  
Quarto Bibles with Common Prayer, Concordance,  
&c. Octavo Bibles curiously printed; small common Bibles,  
several Sorts. Testaments, of large, middling, and small  
Print. Common Prayers of several Sizes, gilt and plain.  
Dyche's Spelling-Books, Dixon's Ditto, Cocker's Ditto, G.  
Fox's Ditto. Church Primmers, Presbyterian Ditto, S.  
Crisp's Ditto. Practice of Piety. Whole Duty of Man.  
Cole's Latin and English Dictionary. Dyche and Pardon's  
English Dictionary, Bayley's Ditto, Cole's Ditto. Boyer's  
French Dictionary, and French Grammar. Telemaque.  
Greek Grammars, Latin Ditto with Construing Book.  
Clark's Introduction to the Latin Tongue, Ditto's Corde-  
rius, and Erasmus. Eutropius. Ovidii Tristitia. Acciden-  
tes. Virgil. Horace. Juvenal. Cæsar's Commentaries.  
Cornelius Nepos. London Vocabulary, and other Latin  
School Books. Ward's Young Mathematician's Guide.  
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dars. Hodgson's, Seller's, and Kelly's Navigation. Whif-  
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vities. Ray on the Creation. Several of Bunyan's Works,  
and other small Books of Dissenting Divinity. Young  
Man's Companion, last and best Edition. Clark on the  
Catechism. Stanhope's Epictetus. Dr Gale's Sermons, 4  
Vols. Cocker's Arithmetick. Cambden's Britannia; with  
many other Sorts of Books too tedious to mention. Also  
Slates, Pensils, Ink and Ink-Powder, blank Account-Books  
and Pocket-Books, Writing Paper of several Sorts, blank  
Bonds, Indentures, and all other Blanks in Use, with other  
Stationary Ware. Also very good Chocolate, and coarse  
and fine Edgings.

Advertisement for Benjamin Franklin's printing shop from his newspaper,  
*The Pennsylvania Gazette*, Jan. 18, 1739.

To be SOLD by  
**JOSEPH SAUNDERS,**  
At his house, wherein Israel Pemberton, senior, lately lived, next  
door to James Pemberton, and near the Queen's Head, in Wa-  
ter-street,  
SUNDRY sorts of dye stuffs, as madder, ground red-wood,  
SUsticick, galls, log-wood and brazilletto, indigo, allom, cop-  
pers, also brimstone, English glue, bar lead, shot, gunpowder,  
best powder flasks, sundry sorts of nails, steel, A.C. No. 3. long  
and short pipes, cutlary; ozenbrigs, garlix, twilled baging, blan-  
kets and rugs, flannel, shaloons, silk, linen and cotton handker-  
chiefs, ell-wide perians, mullins, calicoes, cotton and linen checks,  
buckrams, hat crapes, and Russia sheeting; writing paper of-seve-  
ral sorts; fale twine; also Jamaica spirit, West-India and Phi-  
ladelphia rum, loaf and muscovado sugar, coffee, tea and cho-  
colate, rice, pepper, alpicpe, ginger, cinnamon, nutmegs, mace  
and cloves, salt petre, sweet oil, and sundry other goods.  
N. B. The INSURANCE-OFFICE for SHIPPING  
is kept by him as usual.

*The Pennsylvania Gazette*, Apr. 11, 1754.

After Boston, Philadelphia was the second-largest center of chocolate manufacturing, with at least two dozen chocolate makers. Many of these advertised in Benjamin Franklin's newspaper, *The Pennsylvania Gazette*. Benjamin Franklin even sold chocolate in his printing shop, alongside books, stationery and writing supplies!

To be sold by  
**DE LAGE and REED,**  
At their store, next door to the Jersey-ferry, in Water-street,  
GOOD West-India rum, New England ditto,  
cocoa nuts, double refined loaf-sugar, coarse last, fine ditto,  
chocolate, Jesuits bark, and a parcel of choice good Indian dress  
deer-skins, at a very reasonable rate. 5

*The Pennsylvania Gazette*, Sept. 13, 1750.

## FLORIDA

1884

The *Tampa Bay Times* begins publishing as a weekly called the *West Hillsborough Times* in Dunedin.

1898

More than 30,000 troops, including Theodore Roosevelt and his Rough Riders, embark for the Spanish-American War from Tampa.

## CHOCOLATE

1876

Milton Snavely Hershey establishes a candy business in Philadelphia, after having been apprenticed at age 15 in a Lancaster, PA, confectionery store.

1879

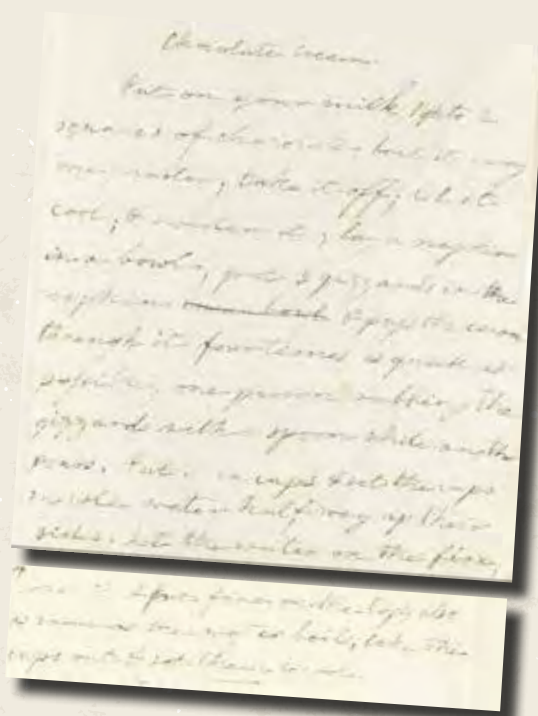
- Swiss chocolate maker Rodolphe Lindt invents the process of conching, which blends chocolate into a smooth product with better "mouthfeel."
- The first milk chocolate bar is produced by Swiss chocolate manufacturer Daniel Peter, using powdered milk invented by Swiss chemist Henri Nestlé.

1890s

Swiss confectioner Jean Tobler develops the process of tempering chocolate, producing the shiny finish and "snap" when a chocolate bar is broken.

# Chocolate Cream recipe

One of the surviving recipes from Thomas Jefferson's plantation home, Monticello, is for chocolate cream. The recipe is attributed to James Hemings, Jefferson's enslaved head chef. It was written out by Jefferson's granddaughter, Virginia. Learn more about James Hemings at <https://www.monticello.org/jameshemings/>.



**“Put on your milk, 1 qt to 2 squares of chocolate; boil it away one quarter; take it off; let it cool; and sweeten it; lay a napkin in a bowl, put 3 gizzards in the napkin – and pass the cream through it four times, as quick as possible, one person rubbing the gizzards with a spoon while another pours. Put it in cups and set the cups in cold water half way up their sides. Set the water on the fire; cover it & put fire on the top, also as soon as the water boils, take the cups out and set them to cool.”**



TOP RIGHT: Papers of the Trist, Burke, and Randolph Families, Accession #5096-a, Special Collections, University of Virginia Library, Charlottesville, VA.

RIGHT: Lidded porcelain chocolate cup with saucer, late 18th century. Unknown artist, Germany. Image courtesy of Minneapolis Institute of Art.

Sources: Sophie D. and Michael D. Coe, *The True History of Chocolate*; Louis Evan Grivetti and Howard-Yana Shapiro, *Chocolate: History, Culture and Heritage*; Founders Online; National Archives and Records Administration; History.com; Monticello; Mount Vernon



Destruction of tea at Boston Harbor, lithograph by N. Currier, 1846. Image courtesy Library of Congress.

## Chocolate and revolution

The popularity of chocolate was also boosted by the politics of the time. Beginning in 1764, the British government put a series of taxes on goods, including tea, imported to the American colonies.

In response, colonists boycotted British goods. To patriots, tea became a symbol of British oppression. Instead, coffee and chocolate became their drinks of choice.

### GOING BEYOND THE TEXT: BOYCOTTS

Beginning in 1764, the British government put a series of taxes on goods, including tea, imported to the American colonies. In response, Patriots (colonists who rebelled against the British government) refused to use and organized boycotts of imported English goods such as tea – a movement known as nonimportation. However, Loyalists (colonists who remained loyal to the British government) opposed these boycotts, as did some merchants whose livelihoods were affected and some colonists whose lives were made more difficult.

Go to <https://nieonline.com/tbtimes/downloads/BoycottsNewspaperPages.pdf> and examine the advertisements on Page 4 of *The Boston Evening-Post* from Aug. 30, 1773. Compare the advertisements for Daniel Bell's store, Jackson's Variety Store and Elizabeth Perkins' shop. Next, examine the advertisements on Page 4 of *The Pennsylvania Gazette* from Oct. 6, 1768. Compare the advertisement for Jackson's and Gibbons' Chocolate and Mustard Store to the ads from *The Boston Evening-Post*.

What products do they sell? What words are capitalized or otherwise emphasized? What can you guess about the store owners' politics from their advertisements? Do you think they support the boycott of English goods? Why or why not?

Write a letter to the editor from the point of view of one of the advertisers in support of or against the boycott. Make sure that your letter includes an opening statement that describes your opinion, two facts or examples that support it and an ending statement that urges readers to take action. Use the letters to the editor in the *Tampa Bay Times* as examples. Share what you have learned with your class.

**Florida Standards:** SS.4.FL.2.6; SS.5.A.1.1; SS.5.E.1.1; SS.5.E.1.2; SS.5.E.2.1; SS.5.CG.3.6; SS.5.CG.2.1; ELA.K12.EE.1.1; ELA.K12.EE.2.1; ELA.K12.EE.3.1; ELA.K12.EE.5.1; ELA.45.C.1.3; ELA.45.C.1.4; ELA.45.C.1.5; ELA.45.C.2.1; ELA.45.C.3.1; ELA.45.C.4.1; ELA.45.F.1.3; ELA.45.F.1.4; ELA.45.R.2.2; ELA.45.V.1.1

#### 1926

The Great Miami Hurricane strikes Florida, plunging the state into an economic depression three years in advance of the rest of the nation.

#### 1936

Amelia Earhart takes off from Miami on the first over-water leg of a round-the-world flight. She and her navigator later disappear over the Pacific.

#### 1911

Frank Mars begins his candy-making venture in the kitchen of his Tacoma, WA home.

#### 1925

The New York Cocoa Exchange is established at the World Trade Center to enable commercial transactions between cocoa buyers and cocoa sellers.

#### 1938

Ruth Wakefield, at the Toll House Inn in Whitman, MA, creates the first chocolate chip cookie recipe.

# Chocolate from the Industrial Revolution to the present day



During the Industrial Revolution, the technology used to make chocolate underwent rapid change.

Until the mid-19th century, chocolate was sold solely as a grainy cake that was ground or grated into hot liquid to make a drink.

This changed in 1828, when a Dutch chemist named Coenraad Johannes Van Houten patented a process to separate cocoa butter from cocoa solids, resulting in what we now know as “cocoa powder.” Hot chocolate could now be prepared easily, with no need for a chocolate mill to grind it or a *molinillo* to froth it.

In 1847, an English confectionary company named J. S. Fry & Sons blended cocoa powder, cocoa butter, and sugar to create

the first solid chocolate bars, which they called, “Chocolate Dèlicieux à Manger” (“Chocolate Good Enough to Eat”). Despite the name, the solid chocolate of this time was coarse and gritty.

The next innovation in chocolate manufacturing came in 1879, when Swiss chocolate maker Rodolphe Lindt invented the process of “conching,” which blended chocolate into a smooth product with better “mouthfeel.”

The final step toward transforming chocolate into the product we know today happened in the 1890s, when Swiss confectioner Jean Tobler developed the process of “tempering” chocolate. Tempering chocolate produces a smooth, shiny finish and “snap” when a chocolate bar is broken.

During the 19th and 20th centuries, liquid chocolate became less and less popular, and solid chocolate, sold as candy, became the way most people consumed chocolate.

Today, chocolate is big business. The average person in the U.S. consumes almost 20 pounds of chocolate per year, second only to the Swiss, who consume more than 26 pounds per person.



Tampa Weekly Tribune, Nov. 8, 1900.

## Let's Make Some Sweets for Our Soldiers

By LOUISE BENNETT WEAVER

A box of goodies from home rates as the No. 1 prize package with the boys in camp. Get busy and fill a box with some of the old-fashioned favorites and a few 1942 versions.

**SOFT CREAM PEANUT COOKIES** will keep soft and are good travelers, provided they are firmly packed with an extra amount of waxed paper or crumpled tissue paper between the layers and around the corners. Cream 2-3 cup fat with 1-2 cup sugar. Add 2 eggs, beaten, and 2-3 cup maple syrup. Beat thoroughly. Lightly stir in 1 cup chopped salted peanuts, 1 cup crumpled tissue paper, 1/2 teaspoon baking powder, 1/4 teaspoon soda and 1/4 cup thick sour cream. Chill dough and drop portions from tip of spoon onto greased baking sheet. Bake 10 minutes in moderate oven. If desirable, half a peanut can be placed on top of each cookie just as it goes overboard.

**CHOCOLATE CHIPS** appeal to most soldier boys. Cream 1/2 cup fat with 1/2 cup honey and 1/4 cup sugar. Add 1 teaspoon vanilla, 1/2 teaspoon salt, 2 eggs, beaten, and 2 cups cake flour blended with 1/2 teaspoon soda. Mix lightly



**HONEY TAFFY:** A good traveler if well packed.

and add 1 cup semi-sweet chocolate chips or small pieces. Drop portions of dough from tip of spoon onto greased baking sheet surface or cake rack.

Another chocolate confection easy to make is **CHOCOLATE CREAMS**. Melt 2 half-pound cakes of sweet chocolate in a double boiler. Add 1/4 teaspoon salt. Pour half the melted chocolate into a buttered, shallow pan. Cover with marshmallows, press chocolate. Sprinkle nuts and crumple the parts between the rest of chocolate. Smooth the top with knife frequently spread with butter. Chill until firm and cut in bars or squares with sharp knife frequently dipped in warm water. If salted peanuts are used omit the salt in the chocolate blend.

### HONEY TAFFY

1/2 cup butter, 1 cup honey, 2 cup sugar, 1/2 cup water, 1/2 teaspoon vanilla. Melt butter in heavy saucepan. Add sugar, honey, and water. Boiling well, bring to boil and cook 10 minutes. Add water and drop into well-buttered pan. When cool enough to handle, add vanilla and draw cord. Pull into long strips, about 1/2 inch in diameter. Add cut and square with sharp knife of equipment. When finished, press in waxed paper when packing box.

ABOVE LEFT: Fry and Sons Cocoa Tin, 1928. Image courtesy of National Museum of American History

LEFT: St. Petersburg Times, Nov. 28, 1942

## HEALTH HINT FOR TODAY.

### The Value of Chocolate.

Chocolate is one of the most wholesome of foods. But it should be reserved for eating after meals. Nothing can be worse than chocolate eaten before a meal, for then it ruins appetite. Chocolate should consist of equal parts of sugar and cocoa. When it contains, as most of that sold in the cheap candy stores does, more sugar than cocoa, it loses much of its real food value.

Chocolate and cocoa are almost as stimulating as coffee and tea, but have none of the injurious effects upon the nervous system which are for many people the great drawback to these drinks.

Chocolate is best when made overnight and allowed to stand.

St. Petersburg Daily Times, Aug. 9, 1913.

## GOING BEYOND THE TEXT: CHOCOLATE ENTREPRENEURS

According to the National Confectioners Association, the confectionery industry directly employs almost 10,000 people in Florida, and indirectly supports more than 20,000 more.

Visit <https://nieonline.com/tbtimes/downloads/EntrepreneursNewspaperPages.pdf> and read these two Tampa Bay Times articles about chocolate entrepreneurs:

“This is an easy art to savor” (May 1, 2008) and “Near Tampa, a dream of nuts, sweets, more” (Oct. 1, 2021).

Answer the following questions for each article:

- Who or what inspired this person to become an entrepreneur (a person who starts a new business)?
- When and how did this person start their business? What challenges and obstacles did this person face along the way?
- What innovations or business did this entrepreneur contribute to the world?

- Compare the entrepreneurs’ stories. What common traits or themes do you see?

Imagine that you are going to start a chocolate-related business. What product or service will your company provide? How will it do so? What need will it fill? Where will it be located? What resources will you need?

**Florida Standards:** SS.4.E.1.1; SS.4.FL.1.1; SS.4.FL.1.7; ELA.K12.EE.1.1; ELA.K12.EE.2.1; ELA.K12.EE.3.1; ELA.K12.EE.5.1; ELA.45.C.1.3; ELA.45.C.1.4; ELA.45.C.1.5; ELA.45.C.2.1; ELA.45.C.3.1; ELA.45.C.4.1; ELA.45.F.1.3; ELA.45.F.1.4; ELA.45.R.2.2; ELA.45.V.1.1

## FLORIDA

1939-1941

World War II

1968

Apollo 11, with astronauts Neil Armstrong, Edwin “Buzz” Aldrin, and Michael Collins aboard, lifts off at Cape Kennedy for the moon. Four days later Armstrong advises the Earth, “The Eagle has landed.”

1971

Walt Disney World opens in Orlando.

## CHOCOLATE

1939

- World War II rationing limits adults in Britain to 12 ounces of “sweets” every 4 weeks, while in France, there is a special ration of about four ounces of chocolate monthly for children under two.
- Hershey Chocolate Corporation produces Field Ration D, a ration bar that weighed four ounces, would not melt at high temperatures and was high in food energy value, for the U.S. military.

# Baker's Chocolate

One of the earliest documented uses of power machinery to produce chocolate was in Massachusetts. In 1765, Dr. James Baker, a Massachusetts physician, partnered with John Hannon, an Irish chocolatier. In 1772, they started advertising their product as Hannon's Best Chocolate. After Hannon was lost at sea in 1799, the business became the Baker Company. In 1824, Baker's grandson, Walter, took over and renamed it

Walter Baker & Company, also known as Baker's Chocolate. The company was bought in 1989 by Kraft Foods, and the brand still exists today as part of the Kraft Heinz Company.



Walter Baker Breakfast Cocoa Tin. Image courtesy National Museum of American History.

## Astonishing CANDY SALE!

EGGS OF PURE  
CHOCOLATE  
WITH DELI-  
CIOUS CREAM  
NUTS AND  
FRUITS

Candy

Candy

Candy

See the "Bunny"  
Packages  
at 5, 10, 25 and 50c  
Lady Helen Cher-  
ries and Milk Choc-  
olate Brazil Nuts in  
Cream, only  
39c lb.  
Lady Evelyn Assort-  
ed Chocolates  
29c lb.

Pearce - O'Brien  
Drug Company  
824 Central Ave.  
In the White Way  
Block  
Phone 452-M.

CITY PHARMACY  
Phone 637  
Always Open Until  
Midnight  
445 Central Ave.

St. Petersburg Daily  
Times, March 26, 1916.

5<sup>c</sup> POUND  
For Genuine  
50c Quality

Luscious, melt in your mouth—Chocolates—  
Nut, Fruit and Cordial Center

Heavily coated with smooth, delicious chocolate. Splendidly appropriate for auto trips, Thursday and Sunday outings. Always appreciated. Guaranteed strictly fresh. With each pound of these chocolates you buy at our unusual price of 29c or 39c, we will sell you another pound for only

5 CENTS

CITY PHARMACY  
445 CENTRAL AVE.  
PHONE 637

THE  
TWIN  
STORES

PEARCE-O'BRIEN  
DRUG CO.  
824 CENTL AVE. PHONE 452-M

St. Petersburg Daily Times, May 31, 1917.

## The Flavor Lingers



On the Palate. The empty cup invites further indulgence when you

**GET THE HABIT**

Which is easily contracted if you drink the kind we sell. We ask no more for the purest and best than others expect for inferior grades. Try us out, Don't omit Cocoa or

Chocolate in your next order. You will thank us for the reminder.

**H. E. BLUME**  
Cor, Central Avenue and 9th St.

St. Petersburg Daily Times, May 21, 1912.

1992

Hurricane Andrew strikes Florida.

1981

M&M's brand chocolate candies are included in the first space shuttle mission and every subsequent flight. They are included in NASA's space food system and are featured on the International Space Station menu.

2002

The U.S. Food and Drug Administration establishes a standard of identity for white chocolate.

2006

Mars Chocolate develops AMERICAN HERITAGE Chocolate, an authentic historic chocolate brand fashioned from chocolate recipes of the mid-1700s.

2010

Mars, IBM, and the U.S. Department of Agriculture complete a two-year effort to sequence and annotate the cocoa genome. The genome was placed on public domain.

## About AMERICAN HERITAGE Chocolate and the Forrest E. Mars, Jr. Chocolate History Grant

This project was funded by a Forrest E. Mars, Jr. Chocolate History Grant from AMERICAN HERITAGE Chocolate, a Mars Wrigley brand.

Launched in 2013, the Forrest E. Mars, Jr. Chocolate History Research Grant, named after the company's owner and advocate of the history of the Americas, has a special emphasis on uncovering and sharing chocolate's role in global history as well as its influence on heritage and culture. Grant funds are awarded for project that investigate and/or educate the public on the history of chocolate and/or the chocolate-making process from a cultural, historic and/or scientific perspective. Since its inception, the Forrest E. Mars, Jr. Chocolate History Grant has awarded 50 grants totaling more than \$500,000 to historical, educational, civic and community organizations.

For more information about AMERICAN HERITAGE Chocolate and the Forrest E. Mars, Jr. Chocolate History Grant, visit <https://www.americanheritagechocolate.com/>.



LEFT: Menu featuring chocolate ice cream from the Hotel Ponce de Leon, St. Augustine, 1889. Image courtesy of Florida Memory.

BELOW: Chocolate cream recipe from James Hemings, President Thomas Jefferson's enslaved head chef. Image courtesy of Monticello.

### About NIE

The *Tampa Bay Times* Newspaper in Education program (NIE) is a cooperative effort between schools and the Times Publishing Co. to encourage the use of newspapers in print and electronic form as educational resources — a “living textbook.”

Our educational resources fall into the category of informational text, a type of nonfiction text. The primary purpose of informational text is to convey information about the natural or social world.

NIE serves educators, students and families by providing schools with class sets of the Pulitzer Prize-winning *Tampa Bay Times* plus award-winning original educational publications, teacher guides, lesson plans, educator workshops and many more resources — all at no cost to schools, teachers or families.

In 2022-2023, NIE provided more than 200,000 print copies and almost 10 million e-Newspaper licenses to Tampa Bay classrooms.

For more information about NIE, visit <https://nieonline.com/tbtimes/index.cfm>, call 727-893-8138 or email [ordernie@tampabay.com](mailto:ordernie@tampabay.com). Follow us on X, formerly known as Twitter, at <https://twitter.com/TBTimesNIE>. Find us on Facebook at <https://www.facebook.com/TBTNIE>.

### NIE staff

Jodi Pushkin, manager, [jpushkin@tampabay.com](mailto:jpushkin@tampabay.com)  
Sue Bedy, development officer, [sbedry@tampabay.com](mailto:sbedry@tampabay.com)

### Credits

Written by: Sue Bedy, *Times* staff

Activities by: Sue Bedy and Jodi Pushkin, *Times* staff

Designed by: Stacy Rector, Fluid Graphic Design, [stacyrector1@comcast.net](mailto:stacyrector1@comcast.net), [fluidgraphicdesign.com](http://fluidgraphicdesign.com)

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### Florida Standards

This publication and its activities incorporate the following Florida Standards for elementary students. Language Arts: ELA.K12.EE.1.1; ELA.K12.EE.2.1; ELA.K12.EE.3.1; ELA.K12.EE.5.1; ELA.45.C.1.3; ELA.45.C.1.4; ELA.45.C.1.5; ELA.45.C.2.1; ELA.45.C.3.1; ELA.45.C.4.1; ELA.45.C.5.1; ELA.45.C.5.2; ELA.45.F.1.3; ELA.45.F.1.4; ELA.45.R.2.2; ELA.45.V.1.1 Social Studies: SS.4.A.1.1; SS.4.A.1.2; SS.4.A.3.1; SS.4.A.3.2; SS.4.A.3.3; SS.4.A.3.6; SS.4.A.6.2; SS.4.A.6.3; SS.4.E.1.1; SS.4.FL.1.1; SS.4.FL.1.7; SS.4.FL.2.1; SS.4.FL.2.6; SS.5.G.1.4; SS.5.A.1.1; SS.5.A.2.1; SS.5.A.2.2; SS.5.A.2.3; SS.5.A.4.4; SS.5.CG.3.6; SS.5.CG.2.1; SS.5.E.1.1; SS.5.E.1.2; SS.5.E.2.1; SS.5.G.1.1; SS.5.G.1.2; SS.5.G.4.1



BELOW: Chocolate cake recipe from Florida resident Mary Simpson Brown Archer (1821-1894). Image courtesy of Florida Memory.

RIGHT: Menu from President Abraham Lincoln's second inaugural ball in 1865, featuring three types of chocolate. Image courtesy Smithsonian Institution.



COVER PHOTOS: Copper chocolate pot with a removable lid and molinillo. American, 1740-1760. Image courtesy of National Museum of American History; Chocolate Cup and Saucer with Harbor Scenes, Meissen, Saxony, Germany, 1735-1745. Image courtesy of Cooper Hewitt, Smithsonian Design Museum.