

# Cadbury Bournville

## A TALE OF INTENSE DARK TASTE





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# 01. INTRODUCTION







“CHOCOLATE  
IS HAPPINESS  
THAT YOU  
CAN EAT.”

The word “**Theobroma**” means “**food of the gods**”. It is part of the botanical name of the cacao tree. The plant with this interesting name gives us *chocolate*, the treat that we all love.

The story of chocolate dates back over *3,500 years*. Chocolate began life as part of religious ceremonies, has been used as currency, and was a drink for royals. Where did chocolate originate? How was it first made? Who invented the bar? Let us take you through the fascinating history of the world’s favourite treat.



# 02. THE HISTORY OF CHOCOLATE





“ALL YOU NEED  
IS LOVE, BUT A  
LITTLE CHOCOLATE  
NOW AND THEN  
DOESN'T HURT.”

## CHARLES SCHULZ

Creator of Peanuts, one of the most  
successful comics of the 20th century.





As you peel the wrapper  
of a chocolate bar, you are  
uncovering a history that goes  
back nearly four millennia.

It emerged in North America,  
in present-day Mexico where  
the first cacao plants  
were grown.





1500 BC

The Olmecs extracted chocolate from the cacao plant. They consumed a chocolate drink and used it as medicine.



500 AD

The Mayans made a thick foamy beverage that they called "xocolatl" meaning "bitter water". We know this term as the anglicised word "chocolate"!



1100 AD

The Aztecs used cocoa beans as currency. They believed that chocolate was a gift from the god Quetzalcoatl (ket-zal-koa-tuhl). Chocolate was an aphrodisiac for them.



1519 AD

When the conquistador Cortes met the Aztec ruler Montezuma II, he was lavished with gifts, one of which was chocolate.



1528 AD

The explorer Cortés brought chocolate back to his homeland of Spain.



Late 1500s

Cocoa was expensive and was available only to the wealthy. Catholic monks loved chocolate and drank it during religious ceremonies.





1615

French King Louis XIII married Anne, daughter of Spanish King Phillip III. She brought samples of chocolate to the royal courts of France.



1657

The first chocolate house opened in London in 1657. People would congregate, sip on the beverage and gush about its taste.



17<sup>th</sup> C

The Praline is invented, and named after Count Plessis-Praslin, a French diplomat.



18<sup>th</sup> C

As the trend spread through Europe, many nations set up their own cacao plantations in countries along the equator.

Ticino, a town that was on the border of Switzerland and Italy, became a chocolate trading hub.



1780s

Chocolate was often served for breakfast at Mount Vernon, the home of America's first president George Washington.



19<sup>th</sup> C

Chocolate was very popular among the European aristocracy. Royals and the upper classes consumed it for its health benefits as well as its decadence.





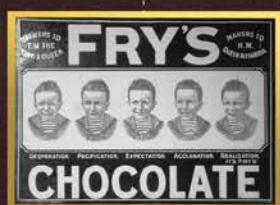
1819

François-Louis Caillet began churning out the first mass-produced Swiss chocolate.



1828

A Dutch chemist, CJ van Houten invented the chocolate press. The device could squeeze cocoa butter from roasted cacao beans. He remixed this powder with cocoa butter to create solid chocolate.



1847

Joseph S Fry created the first chocolate bar.



1861

The menu at the inauguration ball of Abraham Lincoln included solid pieces of chocolate, chocolate cream and chocolate drinks.



1876

The Swiss Daniel Peter formulated the first commercial milk chocolate recipe.



1879

Rudolphe Lindt discovered the method of conching. This produced smooth, non-gritty chocolate.





1890

Tempering, which produces shiny chocolate with a nice snap when you bite into it, was discovered.



1908

Theodor Tobler, mixed nougat, almonds and honey together with milk chocolate to make the famous Toblerone



1919

J.S. Fry & Sons merged with Cadbury but the name of his brand was retained.



1932

Amelia Earhart drank chocolate during her solo flight across the Atlantic Ocean.



1940s

King Leopold III made Belgium the number one trader of cocoa.



1942

US Army soldiers were given chocolate bars in their ration kits.





1942

The Swiss Daniel Peter formulated the first commercial milk chocolate recipe.



1953

Edmund Hillary and Tenzing Norgay buried chocolate and some sweets on the top of Mt Everest as an offering to the gods.



1960

Jacques Piccard and Don Walsh plunged down to the deepest point on Earth, nearly 11,000 m below the surface of the sea. They spent 20 minutes on the ocean floor eating chocolate bars.



1970s

Chocolate puddings and brownies were part of the NASA Apollo missions.



1981

The crew of NASA's space shuttle Columbia demanded M&M's turned into the primary candy to rocket into space in 1981.



2000

Swiss chocolate brands export a whopping 100,000 tonnes of chocolate every year.



Legend holds that Montezuma consumed 50 cups of chocolate per day.



Cacao nibs were used as currency by the Mesoamericans. A turkey hen could be bought for 100 nibs.

Cote d'Or, founded in Belgium in 1870, refers to the Golden Coast, now Ghana in Africa, from where some of the first cocoa beans originated.



“THAT WAS THE  
MOST INTERESTING  
CUP OF CHOCOLATE I HAVE  
EVER HAD, SITTING UP  
EIGHT THOUSAND FEET  
OVER THE MIDDLE  
OF THE PACIFIC OCEAN,  
QUITE ALONE.”

## AMELIA EARHART

The first female aviator to fly  
solo across the Atlantic Ocean



Chocolate gives us pleasure, comfort and gratification.  
It inspires us to be creative. The versatile food from one of  
nature's best offerings is truly divine.



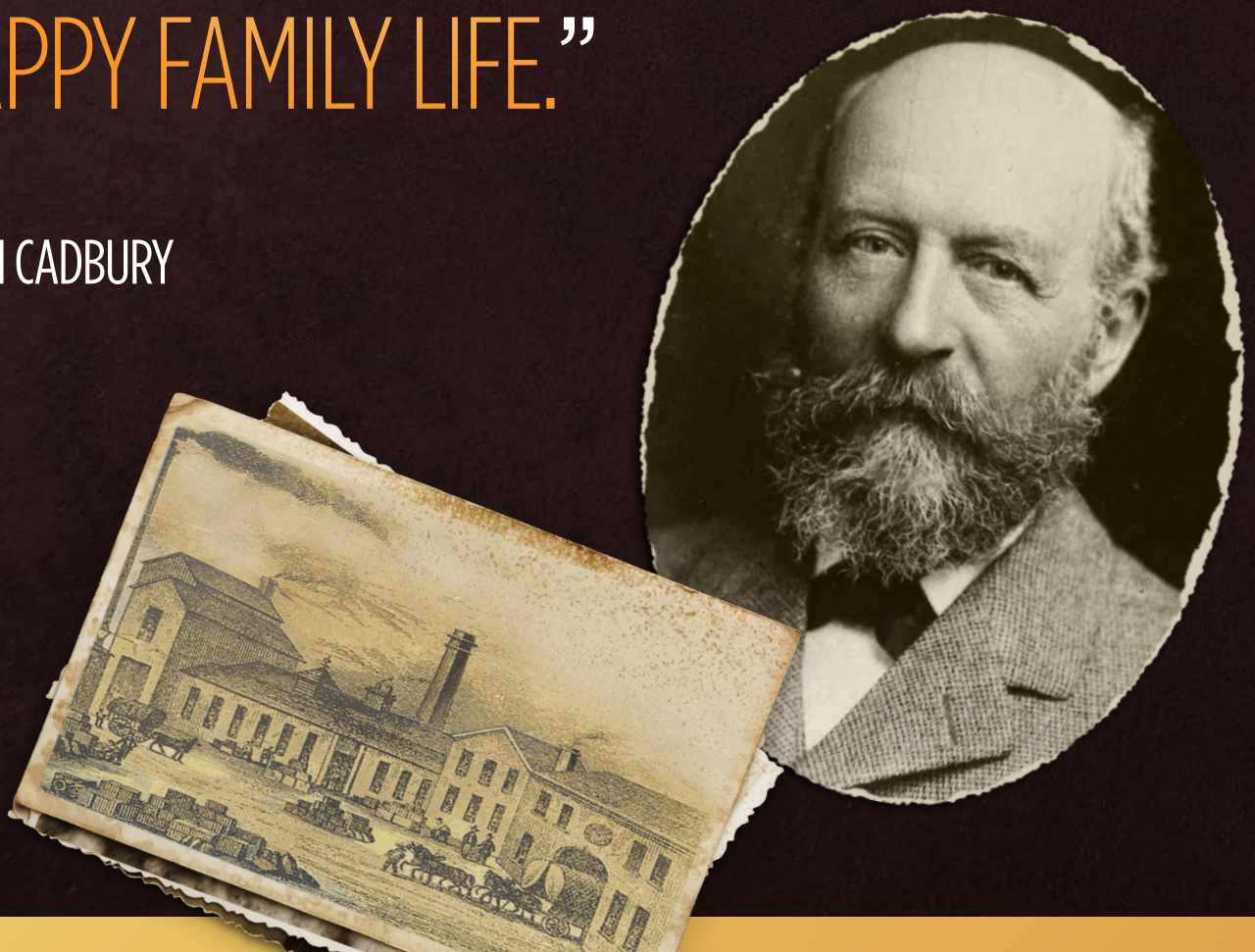
# 03. JOHN CADBURY, THE VISIONARY





“IF EACH MAN  
COULD HAVE HIS  
OWN HOUSE, A LARGE  
GARDEN TO CULTIVATE AND  
HEALTHY SURROUNDINGS,  
THERE WOULD BE A  
BETTER OPPORTUNITY  
FOR THEM TO HAVE A  
HAPPY FAMILY LIFE.”

JOHN CADBURY

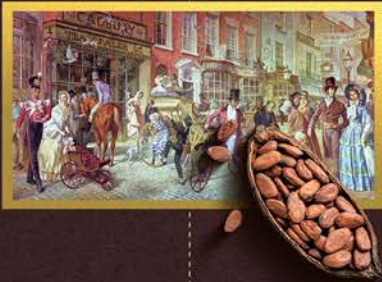






1824

A Quaker businessman named John Cadbury opened a grocer's shop in Birmingham, England



1842

Cadbury was selling sixteen lines of drinking chocolate and cocoa in cake and powder forms.



1854

Cadbury received a Royal warrant as a manufacturer of chocolate to Queen Victoria.



1879

John's sons set up a factory after buying land in the outskirts of Birmingham.



1880

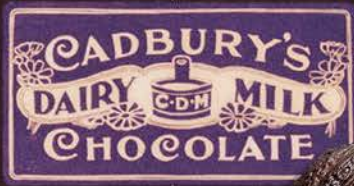
The Cadbury workforce that began with a handful of people had increased manifold.



1893

George Cadbury bought more land in Bournville and began building the village which surrounds the factory.





1905

Cadbury Dairy Milk was introduced.



1906

Cadbury first used the house colours of purple and gold.



1908

Bournville, after the model village of the same name, was first sold.



1914

Dairy Milk had become Cadbury's biggest seller.



1920s

Cadbury expanded its product range with brands such as Fruit and Nut.



1930

Cadbury was among the 25 largest manufacturing firms in Britain!



Today, Bournville is home to Mondelez's Global Centre of Excellence for Chocolate research and development. Every Cadbury chocolate bar you buy can trace its origins back to the heart of British business and the vision of one man nearly 200 years ago.

Cadbury's vision was lovingly summed up in one slogan 'Absolutely Pure, therefore Best'. This advertising campaign lasted for 30 years, one of the longest in all history.



# 04. BEAN TO BAR





How is chocolate made, you wonder?  
Let's find out.

But first, what is the difference between Cacao and Cocoa? Cacao is the name of the plant. It is also the purest form of chocolate when it is uncooked. Once the cacao beans are roasted and processed it is called cocoa.

Most cocoa beans come from the region between the Tropic of Capricorn and the Tropic of Cancer, from countries such as Colombia, Brazil, Ivory Coast, Ghana, Nigeria, Malaysia and Indonesia.



Cacao trees produce large fruit pods. When a pod is cracked open, there will be about fifty or more seeds within a sweet pulp. The beans are then fermented, dried, and roasted. The little “nibs” inside the beans are the essential pieces that are used to make chocolate.



**Here's an interesting fact. Before it becomes a chocolate bar, a seed from a cacao pod was planted somewhere nearly seven years ago!**



# 05. AN INTENSE EXPERIENCE





Bournville is more than just a bar of chocolate. It is a celebration. Launched in 1908 originally just as a plain chocolate bar, the taste of Bournville has been refined over many decades. Chocolate lovers across India have been able to indulge in our truly world-class premium offering for many years.

This sleek chocolate offers the best taste, texture, and smoothness that people have come to love about premium chocolate.



What makes it so good? Cadbury Bournville is made from some of the finest ground cocoa. Bournville brings the best of cocoa and aroma in one wholesome package and is a treat for the palate and for the senses. Each bite of this chocolate gives an intense taste that lingers on to give an intense experience to your tastebuds.



# 06. CHOCOLATE AND CINEMA







The line “Life is like a box of chocolates. You never know what you’re gonna get,” famously uttered by Tom Hanks’ character in Forrest Gump has endured for nearly 30 years.



Chocolate also forms the theme for other hits on the silver screen. Chocolat, a movie from 2000, is set in a tranquil French village. The movie’s main character opens a chocolate shop and sends the locals into a tizzy. Her new chocolate shop soon stirs their taste buds and their passions. Another favourite is Willy Wonka and the Chocolate Factory. The magical chocolate factory has its own place in the history of cinema.

Set aside a Sunday afternoon to indulge in these movies. Don’t forget to make yourself a nice cup of warm chocolate to sip as you watch them.



# 07. CHOCOLATE AND ART





John Cadbury's son Richard designed the first chocolate box. It was decorated with a painting of his young daughter Jessica holding a kitten. Cadbury's boxes became popular for occasions such as Valentine's Day.

The first Cadbury logo was designed by Georges Auriol in 1905. He also designed the first signs for the Paris Metro.



The fashion designer Karl Lagerfeld and chocolatier Patrick Roger used 10.5 tons of chocolate to create an entire hotel room!

Artists have even recreated the famous Statue of Liberty from a scaled-down mould. A restaurant in New York called Serendipity 3 has been serving a signature drink "frozen hot chocolate" since the 1950s. The famous artist Andy Warhol was among its patrons.



# 08. DARK AND DELICIOUS





Chocolate has been consumed in various ways over the years. The French gave us the bonbon, small, bite-sized candies that were covered in a chocolate shell. The name arose from the word bon, meaning 'good' in the French language.

Ganache is a whipped mixture of cream and chocolate. It is used to top cakes and also used as a filling. As per a story, an apprentice in a Parisian pâtisserie accidentally dropped scalded cream meant for another purpose into a bowl of chocolate. His supervisor called him un ganache—which means an imbecile—but upon tasting the “ruined” concoction realized that it tasted wonderful. This is how the gooey mixture was named, from the French word for an empty-headed fool.

We all love truffles. A French patissier Louis Dufour came up with the idea for chocolate truffles on Christmas Day in 1895. The inside of a truffle is usually a soft ganache. Their name derives from their similar appearance to edible fungi also known as a “truffle”.

Bonbon makers would often include short proverbs in the hollow portion of the bonbon, a practice that many chocolate companies continue today.





# 09. RECIPES TO EXPLORE YOUR CREATIVE SELF





“DEAR DIAMOND,  
WE ALL KNOW WHO  
IS REALLY A GIRL’S  
BEST FRIEND.”


## CHOCOLATE

Chocolate is a versatile ingredient and  
can be used to make many different things.  
We present a few of them here.  
What are you waiting for?  
Grab some chocolate  
and get creative.







Creative Visualisation | Suggested Application 

# 1. CHOCOLATE PUDDING

## Ingredients

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### For the Chocolate Pudding

- $\frac{1}{3}$  cup **Cadbury Bournville**
- $\frac{1}{4}$  cup **Cadbury Cocoa Powder**
- $\frac{1}{2}$  cup caster sugar
- $\frac{1}{8}$  cup cornstarch
- $\frac{1}{2}$  tsp salt
- 2 cups whole milk
- 1 tbsp butter
- 1 tsp vanilla extract

### For the Garnishing

- $\frac{1}{2}$  cup **Cadbury Gems**
- 1 cup **Cadbury Bournvita Biscuits**
- $\frac{1}{2}$  cup whipped cream



## Steps

<p><b>Step 1</b> Measure the ingredients - Cadbury Cocoa Powder, caster sugar, salt, cornstarch, whole milk, Cadbury Bournville, butter and vanilla extract.</p>	<p><b>Step 2</b> In a heavy saucepan, combine sugar, cocoa powder, cornstarch and salt. Mix well.</p>
<p><b>Step 3</b> Add milk gradually. Bring to a boil over medium heat.</p>	<p><b>Step 4</b> Add Bournville and stir the boiling mixture continuously for 2 minutes, until the chocolate melts. Keep stirring till the mixture thickens.</p>
<p><b>Step 5</b> Remove from heat. Stir in butter and vanilla extract. Set aside.</p>	<p><b>Step 6</b> Measure the ingredients: Cadbury Bournvita Biscuits, whipped cream and Cadbury Gems.</p>
<p><b>Step 7</b> Add crushed Cadbury Bournvita Biscuits to each serving glass/dish.</p>	<p><b>Step 8</b> Add the chocolate sauce to each serving glass/dish.</p>
<p><b>Step 9</b> Keep chilled until serving.</p>	<p><b>Step 10</b> Garnish with whipped cream and Cadbury Gems, if desired.</p>





Creative Visualisation | Suggested Application



## 2. CHOCO AND BOURNVILLE MUD CAKE

### Ingredients

#### For the Choco and Bournville Mud Cake

2 tbsp flour  
½ tsp baking powder  
1 tbsp caster sugar  
1 tbsp **Cadbury Cocoa Powder**  
2 tbsp curd  
1½ tbsp milk  
1 tbsp oil  
¼ tsp vanilla essence  
2 tbsp **Cadbury Bournville**

#### For the Frosting

3 tbsp **Cadbury Choco Melts**  
1½ tbsp fresh cream  
1 tbsp sprinkles



## Steps

<p><b>Step 1</b></p> <p>Measure the ingredients: Cadbury Bournville, Cadbury Cocoa Powder, Cadbury Choco Melts, caster sugar, flour, baking powder, milk, fresh cream, curd, oil and vanilla essence.</p>	<p><b>Step 2</b></p> <p>Take a bowl. Add the curd, milk, caster sugar, vanilla essence and oil. Whisk well.</p>
<p><b>Step 3</b></p> <p>Then add the sifted flour, Cadbury Cocoa Powder, baking powder and chopped Cadbury Bournville. Whisk well. Transfer the batter into a small glass/ceramic mug.</p>	<p><b>Step 4</b></p> <p>Microwave the cake for 1 minute and 30 seconds first, and then twice more for 30 seconds each.</p>
<p><b>Step 5</b></p> <p>Measure the ingredients for frosting: Cadbury Choco Melts and warm fresh cream.</p>	<p><b>Step 6</b></p> <p>Pour warm cream over the Cadbury Choco Melts and mix well until the chocolate melts. Frosting is ready!</p>
<p><b>Step 7</b></p> <p>Once the cake is done, let it cool for 10 minutes.</p>	<p><b>Step 8</b></p> <p>Garnish using melted Cadbury Choco Melts and sprinkles.</p>





# 3. RICH CHOCOLATE TART

## Ingredients

### For the Eggless Chocolate Tart

½ cup water  
5 tbsp castor sugar  
½ tsp salt  
¾ cup unsalted butter  
2 cups all-purpose flour  
1½ tbsp **Cadbury Cocoa Powder**  
All-purpose flour for dusting  
3 bars **Cadbury Bournville**  
2 tbsp Melted butter  
1 cup fresh cream

### For the Chocolate Ganache Filling

White chocolate ganache - for decoration  
Pistachios - for garnishing  
Whipped chocolate cream - for decoration  
Dried cranberries - for garnishing



## Steps

<p><b>Step 1</b> In a bowl, add water, castor sugar, salt and mix well.</p>	<p><b>Step 2</b> In a mixing bowl, add unsalted butter and whisk it well.</p>
<p><b>Step 3</b> Add all-purpose flour in batches and mix well.</p>	<p><b>Step 4</b> Then, add Cadbury cocoa powder and mix well.</p>
<p><b>Step 5</b> Now, add the prepared sugar mixture and mix it well to make a thick batter.</p>	<p><b>Step 6</b> Refrigerate for 30 minutes. Remove it from the refrigerator and take a ball of dough and dust it with flour.</p>
<p><b>Step 7</b> Flatten it with the help of a rolling pin.</p>	<p><b>Step 8</b> Place the dough in the tart moulder and remove the excess dough from it. Prick the dough with the help of a fork. Preheat the oven to 300°F/150°C. Bake for about 15 minutes. Re-mould the tart from it.</p>
<p><b>Step 9</b> Take a deep pan and fill half with water. Place a bowl on top of it. Add Cadbury Bournville in a medium bowl. Add melted butter, fresh cream and mix it well or until the chocolate is melted.</p>	<p><b>Step 10</b> Fill it with the prepared chocolate ganache and refrigerate for 15 minutes. Remove it from refrigerator.</p>
<p><b>Step 11</b> Decorate it with white chocolate ganache, pistachios, whipped chocolate ganache and dried cranberries.</p>	



# 10. INDULGE IN DARK, INTENSE TASTE WITH BOURNVILLE





Bournville chocolate is specially created to tickle your palate. Each bit has rich cocoa and offers a perfect blend of richness and luxury. The intense flavour of cocoa is delicately balanced with subtle creamy undertones to create an indulgent, dark chocolate taste.

The most desirable flavour profiles in chocolate are those that have a balanced

sweetness, and an enjoyable cocoa aroma and also have delicate fruity, floral, herbal and nutty notes. The Bournville range has the classic 50% dark chocolate and 70% dark chocolate.

For those of you who love chocolate balanced with fruit and nuts, the Raisin & Nuts and Cranberry variants will blow your mind.

## How to taste your Bournville chocolate?



**Look** at it

**Smell** it

**Taste** it and let it melt on your tongue

**Enjoy** flavours

Each Bournville bar has a plethora of taste notes that will flow over your senses.



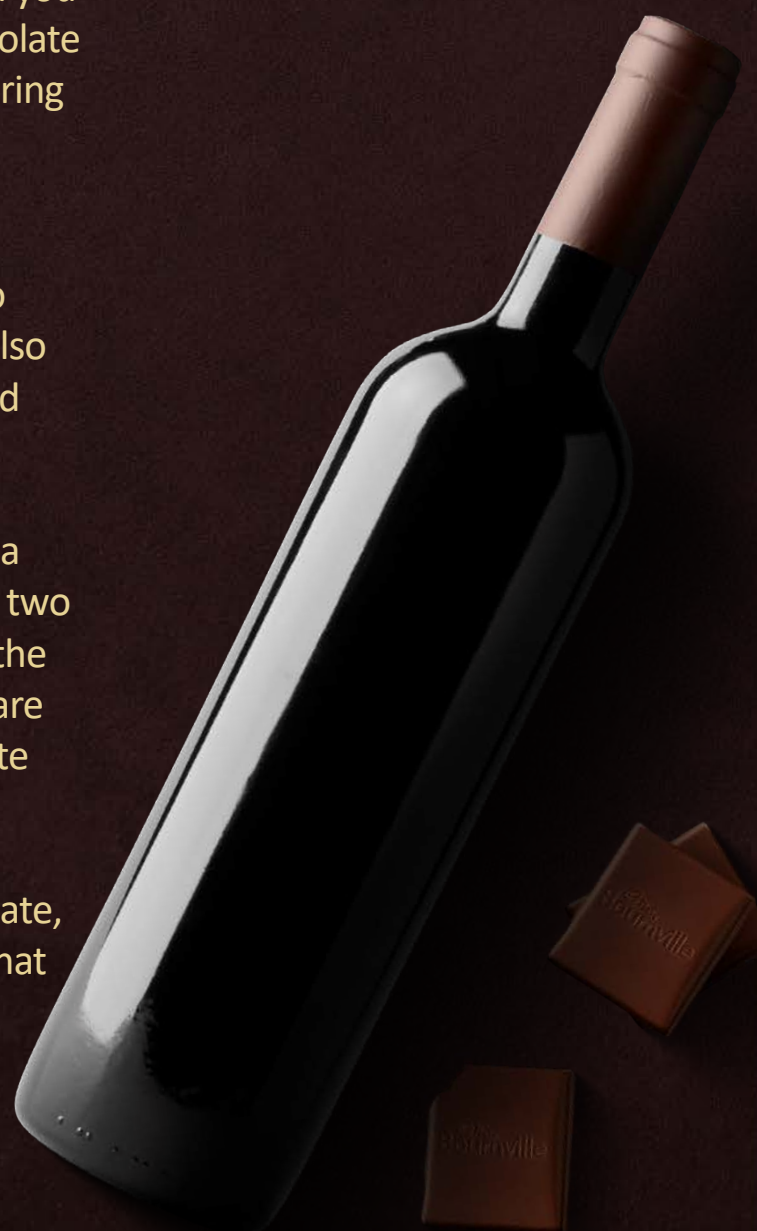
# 11. PAIRING WINE WITH CHOCOLATE

You love chocolate. You love wine too. When you are pairing the lively bold tones of dark chocolate with your favourite wine, there are a few pairing tips to keep in mind.

Tannins are a substance that helps the wine age successfully. They also add complexity to the taste and aroma of good wine. Tannins also give dark chocolate its slightly bitter taste and dark colour.

When you put together dark chocolate with a powerful red wine that's high in tannins, the two can be overwhelming on the palate. To find the right balance, it's best to choose wines that are a little bit softer and juicier than the chocolate you're pairing it with.

As a general guideline, the darker the chocolate, the sweeter your wine must be. Any wines that have subtle chocolate notes of their own make for an interesting pairing with dark chocolates.





**Zinfandels** are a great wine to pair with chocolate. They have full bodies and tend toward flavour notes of fruit and spice. This wine, together with the cranberry flavour from Bournville will be a treat for your palate.

Two strong components make for a perfect pair. The intensity of a Cabernet Sauvignon will go well with the rich 70% dark chocolate from Bournville

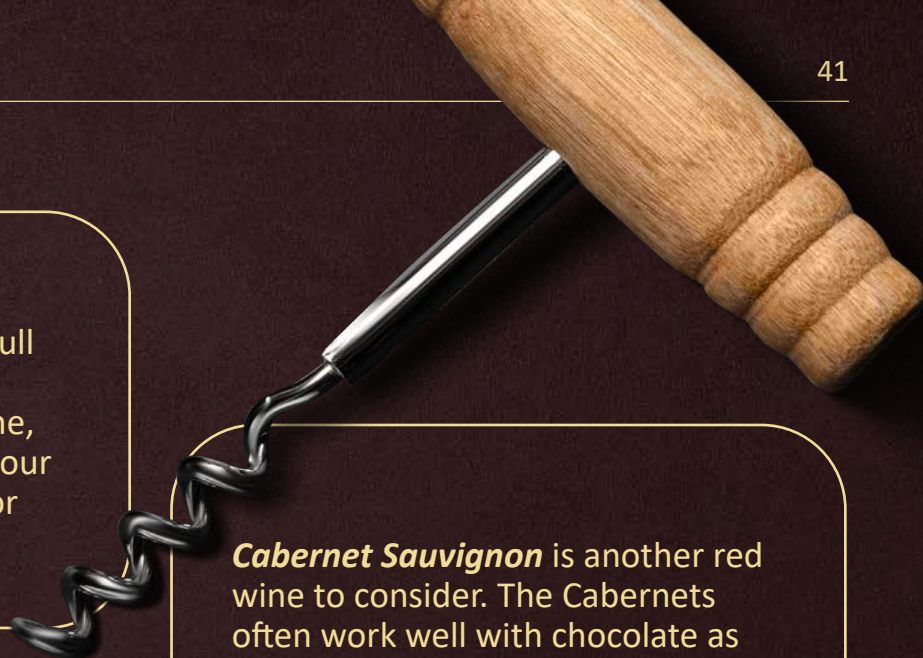
**Merlot** is another wine that will pair with dark chocolate.

The best rule of all, with wine as with chocolate, is to indulge in what you love. If you find a combination that you enjoy outside of what we have listed here, go with it!

**Cabernet Sauvignon** is another red wine to consider. The Cabernets often work well with chocolate as they are high in tannins without being too bitter.

Do you have a bottle of **Pinot Noir**? The Raisin & Nuts variant of Bournville will give you a crunchy feel as you savour this sweet wine. Pinot Noir will enhance the flavours of nuts with its light body taste.

**Shiraz** is a fruity red wine and you will love the flavourful pairing of this drink with Bournville 50% dark.







This beautifully illustrated volume is for anyone who loves chocolate, giving enthusiasts a bean-to-bar primer. This guide is our attempt to give you, the discerning connoisseur, a light-hearted yet informative read-through to deepen your appreciation of chocolate and the history of the Bournville brand. We hope you enjoy it!

# Bournville

