



# Chocolate Kings

## *Sources and Suggested Reading*

*The Emperors of Chocolate: Inside the Secret World of Hershey and Mars* by Joël Glenn Brenner (1988). Outstanding. My top pick.

*Who Was Milton Hershey?* By James Buckley Jr (2013) For ages 7-10

*The True History of Chocolate* by Sophie D. and Michael D. Coe (2013). Informative history of chocolate from its origins to present day

*Hershey: Milton S. Hershey's Extraordinary Life of Wealth, Empire, and Utopian Dreams* by Michael D'Antonio (2006). Biography of M.S. Hershey

*Chicago's Sweet Candy History* by Leslie Goddard (2012)

*Built on Chocolate: The Story of the Hershey Chocolate Company* by James McMahon (1998). Lavishly illustrated overview of the Hershey company's history

Websites:

Hershey Community Archives [www.hersheyarchives.org](http://www.hersheyarchives.org)

The Hershey Company [www.hersheys.com](http://www.hersheys.com)

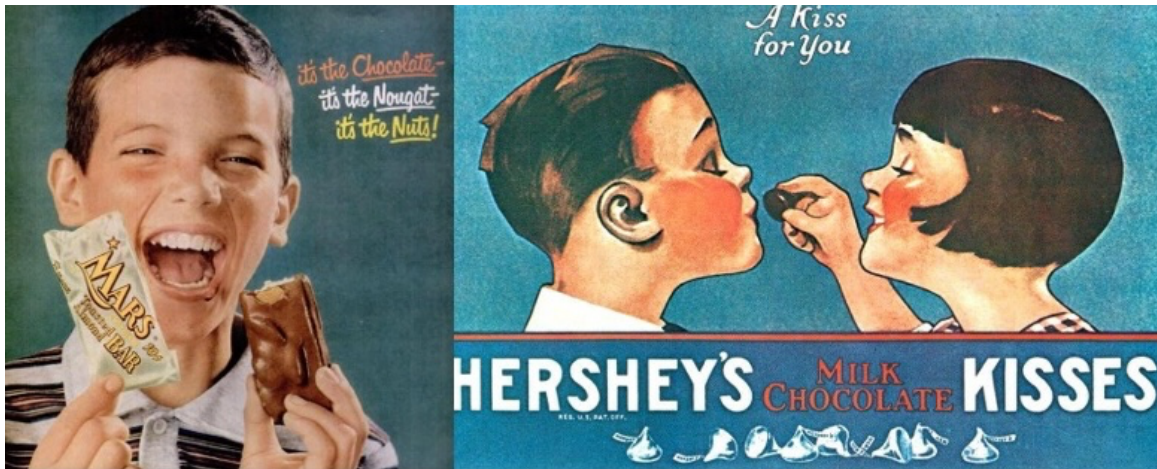
The Hershey Story Museum [www.hersheystory.org](http://www.hersheystory.org)

Mars, Incorporated [www.mars.com](http://www.mars.com)



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## Timeline

- 1828 Dutch pioneer Coenraad Van Houten's hydraulic press (separating cocoa butter from cocoa solids) paves the way for modern chocolate making
- 1847 The British company J.S. Fry & Sons introduces the first true eating chocolate
- 1857 Milton S. Hershey born in Pennsylvania
- 1867 Swiss entrepreneur Daniel Peters creates the first milk chocolate bar
- 1883 Frank C. Mars born in Minnesota
- 1893 M.S. Hershey sees chocolate making machinery at the World's Columbian Exposition
- 1900 First Hershey Milk Chocolate Bar debuts
- 1907 Hershey Kisses introduced
- 1923 Frank C. Mars' company launches the Milky Way
- 1930 Mars introduces the Snickers bar
- 1934 Frank Mars dies
- 1941-45 During World War II, Hershey produces more than a billion ration bars
- 1941 Production of M&Ms begins, initially only available to US military
- 1945 M.S. Hershey dies
- 1964 Forrest Mars Sr. take over his father's company, merging it with his own
- 1970 Hershey launches its "Great American Chocolate Bar" advertising campaign
- 2022 Mars, Incorporated annual sales hits \$45 billion, including candy, pet food, and other products. *Forbes* ranks Mars as the 4<sup>th</sup>-largest privately held company in the U.S.
- 2023 The Hershey Company has annual revenue of \$11.16 billion. The company reports making about 373 million Hershey Milk Chocolate Bars annually