

CHOCOLATE

FaDS

Folklore &

fantasies

1,000 + Chunks of Chocolate Information

Linda K. Fuller, PhD

Chocolate Fads, Folklore, & Fantasies

1,000+ Chunks of Chocolate Information

Linda K. Fuller, PhD



The Haworth Press
New York • London • Norwood (Australia)

© 1994 by The Haworth Press, Inc. All rights reserved. No part of this work may be reproduced or utilized in any form or by any means, electronic or mechanical, including photocopying, microfilm and recording, or by any information storage and retrieval system, without permission in writing from the publisher. Printed in the United States of America.

The Haworth Press, Inc., 10 Alice Street, Binghamton, NY 13904-1580

Library of Congress Cataloging-in-Publication Data

Fuller, Linda K.

Chocolate fads, folklore, and fantasies : 1,000+ chunks of chocolate / Linda K. Fuller.
p. cm.

Includes bibliographical references and index.

ISBN 1-56024-337-6 (acid free paper)

1. Chocolate--Miscellanea. 2. Chocolate--History. 3. Chocolate industry. I. Title.

GT2920.C3F85 1993b

641.3'374--dc20

92-19440
CIP

Linda K. Fuller, PhD

Chocolate Fads, Folklore, & Fantasies: 1,000+ Chunks of Chocolate Information



*Pre-publication
REVIEWS,
COMMENTARIES,
EVALUATIONS . . .*

“Linda Fuller’s new book, *Chocolate Fads, Folklore, & Fantasies* is WITHOUT A DOUBT THE MOST COMPLETE COLLECTION OF INFORMATION ABOUT THE CONSUMING PASSION OF CHOCOLATE. Not only is it complete, but it is delightful to read. I could have spent hours grazing its pages. It’s a must for the devoted chocolatephile.”

Joyce K. Fuchs-Gioia,
*formerly of Chocolatier;
President, J. K. Fuchs & Associates,
Marketing and Sales Consultants,
New York*



More pre-publication

REVIEWS, COMMENTARIES, EVALUATIONS . . .

“Just as I was bracing myself to come out of the cupboard and admit my chocolate passion, I was relieved to learn that I am not a chocoholic, but a chocophile—that’s much better! Thank you, Linda Fuller, for assembling this and hundreds of valuable tidbits for chocolate lovers long on the defensive. What is it about the psyche that we have to feel guilty about desiring wonderful things? Do we chocophiles lay guilt trips on you ascetics (who secretly love and maybe eat chocolate too)? No more bad mouthing chocolate! Read about chocolate’s nutritive—even curative—properties and positive personality attributes of chocophiles. Enjoy dozens of wonderfully inventive chocolate confessions of famous and ordinary people. DR. FULLER HAS PUT HER RESEARCH SKILLS TO YUMMY ENDS, NOT ONLY IN GIVING US AN ARSENAL OF CHOCOLATE FACTS, BUT ALSO

PROVIDING A CATALOG OF HOW TO GET AT CHOCOLATE IN ALL SORTS OF SOUL AND FANTASY GRATIFYING WAYS.”

Marilyn Brownstein, BA

*Senior Humanities Editor,
Greenwood Press,
Westport, CT*



“Consider this book a great gift box of chocolates, filled with morsels of delight meant to be savored over time. Roll the book around your tongue, let it melt into your psyche. Dip into it frequently, and it will surprise and delight you.”

Martin Johner,

*“The Chocolate Chef,”
Director of Special Events,
New School Culinary Arts Program;
Co-founder, Culinary Center
of New York*



The Haworth Press, Inc.

***NOTES FOR PROFESSIONAL LIBRARIANS
AND LIBRARY USERS***

This is an original book title published by The Haworth Press, Inc. Unless otherwise noted in specific chapters with attribution, materials in this book have not been previously published elsewhere in any format or language.

CONSERVATION AND PRESERVATION NOTES

All books published by The Haworth Press, Inc. and its imprints are printed on certified pH neutral, acid free book grade paper. This paper meets the minimum requirements of American National Standard for Information Sciences—Permanence of Paper for Printed Material, ANSI Z39.48-1984.

**Chocolate Fads,
Folklore, & Fantasies**
*1,000+ Chunks
of Chocolate Information*

HAWORTH Popular Culture
Frank W. Hoffmann and William G. Bailey
Senior Co-Editors

New, Recent, and Forthcoming Titles:

Arts & Entertainment Fads by Frank W. Hoffmann and William G. Bailey

Sports & Recreation Fads by Frank W. Hoffmann and William G. Bailey

Mind & Society Fads by Frank W. Hoffmann and William G. Bailey

Chocolate Fads, Folklore, & Fantasies: 1,000+ Chunks of Chocolate Information by Linda K. Fuller

Fashion and Merchandising Fads by Frank W. Hoffmann and William G. Bailey

The Popular Song Reader: A Sampler of Well-Known Twentieth Century Songs by William Studwell

Rock Music in American Popular Culture: Rock 'n' Roll Resources by B. Lee Cooper and Wayne S. Haney

This book is dedicated to my mother-in-law, who claims her love of chocolate began when her mother suggested she always carry it with her, “in case of an emergency.”

Those of us who know Helen Smith Fuller claim we love her because she’s always there and she’s always real, she’s a friend and she’s a role model—whether for emergencies or for general chocolateering.

ABOUT THE AUTHOR

Linda K. Fuller, PhD, has written extensively about popular culture, including the tour book *Trips & Trivia*, an audience study on *The Cosby Show*, and a guide to *Community Television*, plus she is co-author of *Communicating Comfortably* and *Communicating Quotably*, and co-editor of the multi-volume series on American popular film, *Beyond the Stars* and *Communicating About Communicable Diseases*. Her other books for Haworth are *Yogurt, Yoghurt, Youghourt: An International Cookbook* and *Media-Mediated Relationships*. Dr. Fuller is an Assistant Professor in the Media Department of Worcester (MA) State College. She and her family, all devoted chocoholics, live in Massachusetts with their chocolate labrador retriever, "Truffles."

Foreword

“From the *Chocolate Bible* to the Chocolate Hall of Fame”

In early 1982, while attending an antiquarian book fair in Greenwich Village, I had the occasion to visit Li-Lac's Chocolate Shop—to purchase chocolate, of course. In the front showcase, I noticed several copies of a book stored among an abundance of dark chocolate. The title of the book took me by surprise and I had to look at it, so I asked for a copy. The first thing I noticed was that the book smelled like rich chocolate. Little did I know at that time that this particular book would play an important role in my life, leading me into the world of contemporary chocolate lovers.

This richly scented book was *The Chocolate Bible* by Adrienne Marcus of San Francisco, with a dust jacket designed as a box of chocolates. It was full of all sorts of information, notably a list of chocolate shops from coast to coast. It was a real treat to read. Once I was home and my wife Emily read this *Bible* of chocolate we decided to contact Adrienne and obtain more copies to give as gifts. Through the course of corresponding with her and making plans to visit her in San Francisco that summer, I was introduced to friends of Adrienne's who put together festivals for food lovers and were planning a Chocolate Festival in New York City.

For this first Chocolate Festival in New York, as a guest of the Chocolate Manufacturers Association of America, I put together twenty displays of some of my chocolate graphics collection, representing the nineteenth and early twentieth century in Europe and America. I had been collecting historical prints, labels, posters, and advertising trade cards on or about the cocoa and chocolate industry for three or four years. Always a lover of chocolate, I clearly remember how good the chocolate Easter bunny was each year. When I became involved in the antiquarian book, print, and ephemera

business, the natural course was to collect a particular favorite subject close to one's special interest. Since that time, I've become very involved with ephemera ("ephemera" are the minor documents of business history or social events which were printed or handwritten, to be normally thrown away once they were used), and I have been building a rather impressive collection of chocolate material. As a result, my collection has been drawn upon to be used for special articles and research, and I was honored to be one of the first inductees into the Chocolate Hall of Fame, back in 1990.

Chocolate Fads, Folklore, & Fantasies is a direct result of my visit to Li-Lac's and the purchase of my *Chocolate Bible*, when I introduced Eric and Linda Fuller to the topic.

Chocolate has been written about for over 360 years, but never has a culture been as influenced by it as ours has, beginning in the early 1980s, when chocolate in its many forms came to play such a significant role in our everyday lives.

William Frost Mobley
Chocolate Historian
Schoharie, New York

Acknowledgments

CHOCOLATE COMPANIES

- Ambrosia Chocolate Company**—Darlene C. Knuteson,
Sales Department
- Au Chocolat**—Pam Williams, Owner
- Bakers**—General Foods Consumer Center
- Karl Bissinger's Chocolate Catalogue**
- Blommer Chocolate Company**—Martin E. Krueger,
Vice President
- Sydney Bogg Chocolates**—Ralph D. Skidmore, Owner
- E.J. Brach & Sons**—Robert D. Hecklau, Senior Vice President
of Sales and Marketing
- Peter Paul Cadbury, Inc.**—Denis Dawson, Vice President
of Marketing
- Chocolate Chocolate**—Frances Park, Proprietor
- Chocosuisse**—D. Kuster, Director
- Cocolat**—Elliott Medrich, Owner
- Cocoline Chocolate Co., Inc.**—Joseph Kaufman, Director
of Marketing
- Conadeca/Mexico**—Jorge Fuentes Mercado, Director of Marketing
and Promotion
- Cote d'Or**—Christian Van Der Linden, Export Manager
- Dilettante Chocolates**—Dana Davenport, Director of Marketing
- Double Truffle**—Roman DeValenti, Owner
- Fannie May**—Susan V. Thorne, Assistant Vice President
of Marketing
- Max Felchlin**—Max Felchlin, Owner
- Figi's, Inc.**—Graham S. Alcock, Vice President of Marketing
- Gabrielle's Fine Chocolates**
- Galerie au Chocolat**—Stanley S. Thune, President
- Ghiradelli Chocolate Co.**—Dennis T. DeDomenico,
General Manager

- Godiva Chocolatier**—Holly Falken, Public Relations
Grand Finale—Barbara Holzrichter, Proprietor
Michel Guerard—Albert Pechenik, President
Guittard Chocolate Company
Harbor Sweets—Ben Strohecker, Owner
Hauser Chocolatier
L. S. Heath & Sons, Inc.—Sherry Foote, Public Relations Manager
Home of the Hebert Candies, Inc.—Frederick Hebert, Owner
Hershey Chocolate Company—Jay F. Carr, Vice President
of Marketing
Holland Food Products—Tom F. M. Cuppen, Export Manager
Hooper's Candies—Barbara Bush Hooper, Owner
Hooten Chocolate Company—Gary Cestone, Sales Manager
Huwyler—Ward Ricke, Assistant Manager
Imports Unlimited—Nancy Carpenter Cook, Owner
Kosher Chocolate Factory—Philip Gelman, Owner
Kron Chocolatier—Tom Kron, Owner
Liled's Candy Kitchen—C. Henry Barner, Proprietor
Lindt & Sprungli, Ltd.—Dr. Rudolph K. Sprungli, Jr., Owner
Lisa Lerner Chocolates
Harry London's Candies, Inc.—Cedric Waggoner, Director
of Marketing
Luden's, Inc.—Alfred Ciaramella, Director of Marketing
M&M/Mars—Elizabeth M. Kinney, Public Affairs Supervisor
Le Chocolatier Manon—Barbara Dubin, Vice President of Sales
and Marketing
Madame Chocolate—Arthur “Jerry” Spiegel, Director
of Marketing
Munson's Candy Kitchen—Bob Munson, Owner
Chocolatier Neuhaus—Yadja Zeltman, Director of Marketing
The Nestle Company, Inc.—Marie-Claude Stockl, Director
of Public and Consumer Affairs (also, Eric Whiteway)
Perugina Chocolates—Matthew Glass, Public Relations
Poulain Chocolat Confiserie—Bethann Colle, Product Manager
Rebecca Ruth Candy, Inc.—John C. Booe, President
Red Tulip Chocolates Pty—Peter Salton, Director of Marketing
Regina's Fine Candies—Elliott Family, Owners

Rocky Mountain Chocolate Factory, Inc.—Thomas N. Hansen,
Director of Marketing
Ronsvalle's Candies—Gladys Ronsvalle
San Francisco Chocolate Company—Willis Good, Director
of Marketing
Miss Saylor's Candies—Jennifer Olmstead and Vicki Marinelli,
Directors of Marketing
Laura Secord/Confiserie Smiles Confectionery—Brian K.
Harrison, Marketing Manager
See's Candy Shops—Donald K. Hawley, Administrative
Coordinator of Advertising and Public Relations
Lee Sims Chocolates
Stork's Pastry Shop, Inc.—Karl Stork, President
Sucrs. de Pedro Cortes, Inc.—Norma Sanchez, Director
of Marketing
Tobler-Suchard, USA—Peter Baenninger, Marketing Manager
Sweet Swiss, European Specialties, Inc.
E. A. Tosi & Sons—Ernie Tosi, Jr., Director of Marketing
Van Leer Chocolate Corporation—Malcolm Campbell, Executive
Vice President
Vicki's Fine Chocolates—Vicki Fioranelli, Owner
Whitman's Chocolates—Demar R. Moeller, Director of Marketing
Wilbur Chocolate Company—James Maddox, Director
of Marketing
C & J Wilenborg, Inc.—Ernst H. Linnemann, National Sales
Manager
Willwood Group/Dublin—J. J. Fagan, General Manager for Sales
World's Finest Chocolate, Inc.—Frank J. Nudd, Vice President
Milton York Fine Candies

Chocolate-Related Companies and Persons

Boulder Calendar Company—Greg Amorese, Marketing
and Promotions
Ray Broekel—Chocolate Bar Historian
Candy Wholesaler—Shelley Grossman, Editor and Publisher
Chocolate Letter—Melvin Schechter, President
Chocolate Manufacturers Association of the U.S.A.—Richard T.
O'Connell, President

Chocolate News—Milton Zelman, Publisher
Chocolate Photos—Victor Syrmis, President
Chocolatier—Joyce K. Fuchs, Director of Promotion
Conadeca, the Mexican Chocolate Trade Organization
Culinary Center of New York—Gary Goldberg, Director
Dallas Alice, Inc.—Joan Rozansky, Director of Marketing
Dreams Come True—Aly Abrams, President
Dudley, Anderson, and Yutzy—Lenore Cooney
Ebullience—Myron Hankin, President and Owner
Holland Handicrafts—Adrienne Trouw, Owner
Journeyworld International Ltd.—Usha Menon
Marge Kehoe—International Cake Exploration Society (ICES)
Mohonk Mountain House—Carol Schimmer, Program Director
Mauna Kea Beach—Adi W. Kohler, General Manager
Pink Imports, Inc.—Sophie Dutordoir, Director of Marketing
Risk Enterprises—Brian Fenderbosch, Owner
Stouffer Westchester Hotel—Val Voelker, Director
 of Sales/Marketing
Swiss National Tourist Office
Uncommon Boston—Susan G. Berk, President
UAI Productions—Nancy Cummins and Karen Webber, Owners

Family and Friends

Alice Carter, for *Wall Street Journal* articles and Friday sherry
Marilyn Bugg Cooper, for accompanying me to Switzerland
Max Felchlin, for his generous philosophy on chocolate and life
Carol Frakes, for her freelance piece on chocolate psychology
Joyce K. Fuchs, for going way beyond *Chocolatier*
Fullers all, for being there and for loving chocolate
Suzanne Garber, for Western New England College library
 resources
Ginny Hersman, for Wilbraham Public Library resources
Gerard F. Keating, for monitoring the *Boston Globe*
Sarah Knutson, for the original Chocolate Orgy
Denise Marcil, for persisting that this get published
Genya Markon, for information on Israeli chocolate
Bill and Emily Mobley, for the festival, the feasts, the ephemera
Dr. Molly Noonan, for her medical dictionary

Jean O'Connell, for a great article on the Grand Chocolate Event
Bunny and Chuck Porter-Shirley, for Kentucky Colonels
Sue Russell, for catching the California chocolate scene
Rudy Sprungli, for lunch and laughs in Zurich
Henk Van Dam, for information on Dutch chocolate
manufacturers
Everyone who salivated about and supported this project . . .