



HISTORY OF CHOCOLATE

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TODAY'S TOPICS

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INTRODUCTION

- One of the world's sweetest treats, chocolate, is made from the beans of the cacao tree
- Cacao trees originated in the rainforests of South and Central America
- Cacao tree was first grown/cultivated by the Mesoamericans
- The Olmec are one of the earliest civilizations in Latin America to turn the cocoa plant into chocolate



ABOUT THE CACAO TREE



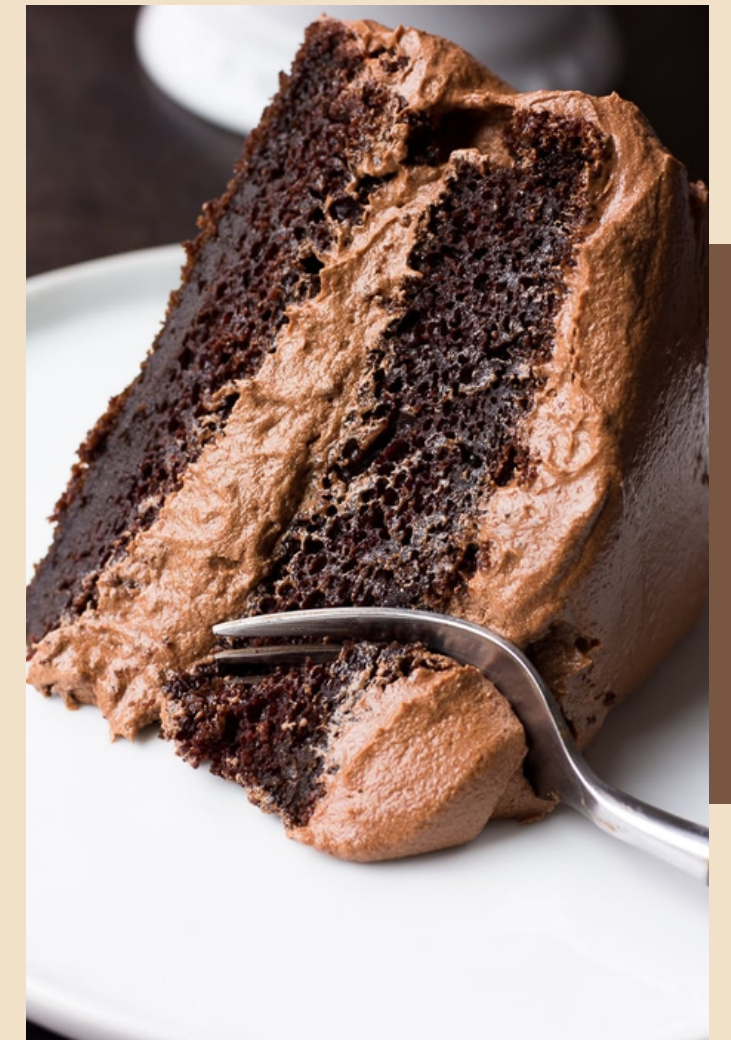
- Cacao is grown on a tropical belt straddling the equator called the “Cacao belt”
- The tree can reach up to 12 meters
- Its fruit is called a pod or cabosside
- Each plant produces about 20-50 cabossides per year
- The taste of the chocolate depends on a variety of things regarding the cacao bean
- Cacao originated: Amazon Orinoco, more than 4000 years ago
- It was used primarily for the sweet pulp that surrounds the beans inside the pod



ABOUT CHOCOLATE



- **Processed:** From pod or cabosside of the cacao plant
- **Origin:** The Maya people
- The early chocolate drink was called “The Drink of Gods”
- The 19th-20th century is when it evolved from a drink to its current varieties
- The first solid chocolate was made in 1847 England



TIMELINE



CACAO
CULTIVATION



HARVESTING



FERMENTATIONS



DRYING &
SHIPPING



PREPARING
COCOA MASS



PRODUCING
CHOCOLATE



CONCHING



TEMPERING &
MOULDING

THE MAYAS

-KEY DIFFERENCE



- They added water, chilli, peppers, herbs, honey, and vanilla to the paste and poured the mixture back and forth from cup to pot until a thick froth formed on top
- This process mixed the fatty part of the bean into the drink so that it would not settle on top



HOW CHOCOLATE SPREAD ACROSS THE WORLD

CHOCOLATE AND THE MAYANS

- Mayan chocolate was a revered brew made of roasted and ground cacao seeds mixed with chilies, water and cornmeal.
- Xocolatl originated in Mayan culture and is the original hot chocolate drink.
- The Maya didn't just enjoy cacao as a drink, however. They revered the beans as sacred, calling it the food of the gods and naming it “Ka'kau.”
- The ancient Mayan tradition of chocolate making is 2500 year-old cultural legacy.
- The Mayans consumed chocolate by first harvesting the seeds -- or beans -- from cacao trees.



CHOCOLATE AND THE MAYANS



- The Mayans had a God, an ancient Toltec myth identifies Quetzalcoatl, the feathered serpent god, as planter of the cacao trees in the tropics of southern Mexico.
- The Mayans worshiped chocolate, in ancient Mesoamerica, chocolate was deemed a speciality food, achieving a sacred status.
- Chocolate became its own form of money at the height of Mayan opulence—and that the loss of this delicacy may have played a role in the downfall of the famed civilization.

Tools Used By The Mayans



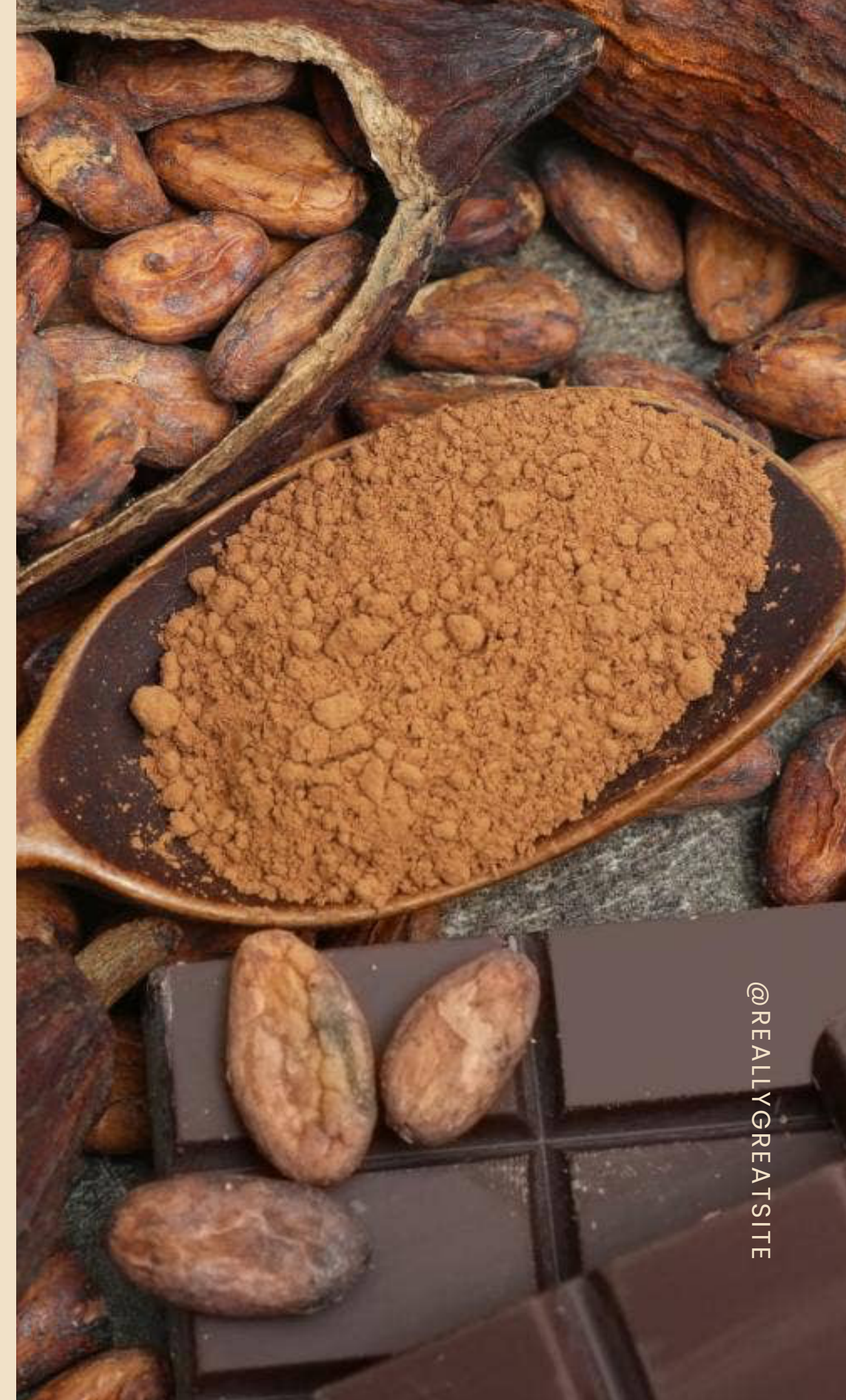
- The Mayans used a tool called the metate, to grind the cacao beans into a paste.
- 3,500 years ago was when the Mayans started using the metate.



- A very common tool that was used in the past to crush the cacao nibs on was the long plate made of stone.

CHOCOLATE AND THE AZTECS

- By the 15th century, the Aztecs used cocoa beans as currency.
- In Aztec culture, cacao beans were considered more valuable than gold.
- They believed that chocolate was a gift from the god Quetzalcoatl.
- The Aztecs learned about the value of cacao beans from their predecessors the Maya who began cultivating cacao as early as 600 AD, and the Toltecs who continued it.
- The Aztecs used chocolate and cacao as medicine both as a primary remedy and as a vehicle to deliver other medicines.
- The first chocolate drink is believed to have been created by the Maya around 2,500–3,000 years ago, and a cocoa drink was an essential part of Aztec culture by 1400 AD.
- The Aztecs preferred their cacao cold. They also were early practitioners of “latte art” and poured it carefully to create a foamy top for a frothy drink.
- Among other Aztec flavorings for chocolate were the bitter seed of the sapote fruit, a rose-scented flower called izquixochitl (popcorn flower), the flowers of the Mexican magnolia and mild red chiles.



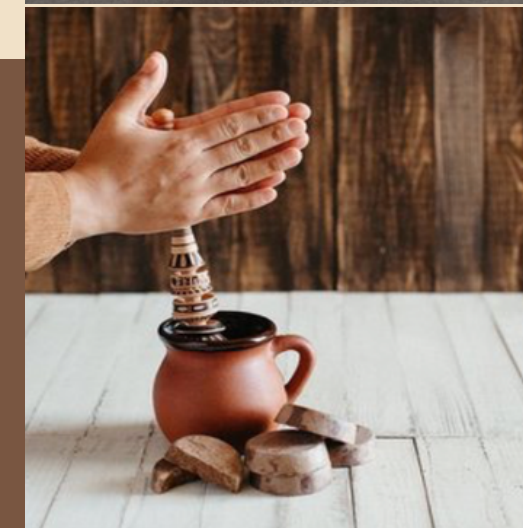
CHOCOLATE AND THE EUROPEANS

- Originating in Central and South America, where cacao trees were first grown by the Maya and Aztec ancient civilizations as early as 1250 B.C., chocolate eventually made its way to Europe.
- The navigator Christopher Columbus
- Hernando Cortes
- Chocolate became a popular staple among the Spanish court by the late 1500s



EUROPEANS STARTING TO MAKE CHOCOLATE

- Theobroma cacao is a tree that produces cocoa; its name means "food of the gods" in Latin.
- In order to create it, the Spaniards invented the molinillo, a stick twirled between the hands
- Chocolate drinking became an important ritual among the European elite



THE RISE OF CHOCOLATE IN EUROPE



- Achieved popularity with more Europeans from different social backgrounds.
- Since the invention of the steam engine in the late 1700s, mass production of chocolate started.
- Smithsonian Magazine
- Jordan & Timeus
- Their company “Dresdner Schokoladenfabrik”
- Joseph Fry

THE EVOLUTION OF CHOCOLATE IN EUROPE



- Chocolate arrived in Europe during the 1500s, likely brought by both Spanish friars and conquistadors who had traveled to the Americas.
- The Spanish sweetened the bitter drink with cane sugar and cinnamon
- Chocolate reigned as a delectable symbol of luxury, wealth and power—an expensive import sipped by royal lips, and affordable only to Spanish elites.

CHOCOLATE AS MEDICINE : EUROPEAN TRADITION

- Hernandez was one of the first to think about chocolate's role in humoral medicine
- Hernández was sent by Philip II to New Spain in 1570 to conduct a scientific expedition to research the local flora.
- The cacao beans and chocolate drink were typically prescribed as external remedies for burns, cuts, and skin irritations



NOTABLE CHOCOLATE BRANDS IN EUROPE

- Ferrero
 - The Ferrero Family's humble Italian pastry shop from the 1940s eventually expanded to become a major producer of chocolate.
- Lindt
 - Swiss innovators who revolutionized the chocolate industry in the 19th century founded this chocolatier and confectionery business.
- Milka
 - The first Milka chocolate was wrapped in its recognizable purple packaging in 1901, while the Swiss company that makes Milka has been producing chocolate since 1880.



SATISFY YOUR
TASTE BUDS





WHERE IS CHOCOLATE TODAY
COMPARE TO BEFORE?



THE HOME OF CHOCOLATE SWITZERLAND!



- Popularity of the Swiss Chocolate:

- The country that is most responsible for the amount of chocolate consumed per person is Switzerland.
- The origins of what we know to be Swiss chocolate can most likely be traced back to François-Louis Cailler.
- Daniel Peter

- How is Swiss Chocolate Different?

- The method and other ingredients, including milk
- Milk chocolate making up 80% of all chocolate consumed in Switzerland
- “Melt- in- the- mouth” chocolate

CONCLUSION



- Chocolate is the worlds favorite sweet
- Chocolate all came from the cacao tree
- It all started in mesoamerica and then spread across the world from the Mayans to the Aztecs and then to the Europeans
- Chocolate today is most famous in switzerland





THANK
YOU!

