

The History of Cadbury

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Where did it all start?

1824

- In 1824, John Cadbury opened a grocers shop at 93 Bull Street in Birmingham.
- He used a pestle and mortar to make his own drinking chocolate, which he sold in the shop.
- John Cadbury was a Quaker.
- They encouraged people to choose chocolate rather than alcohol, which they thought was bad for society.

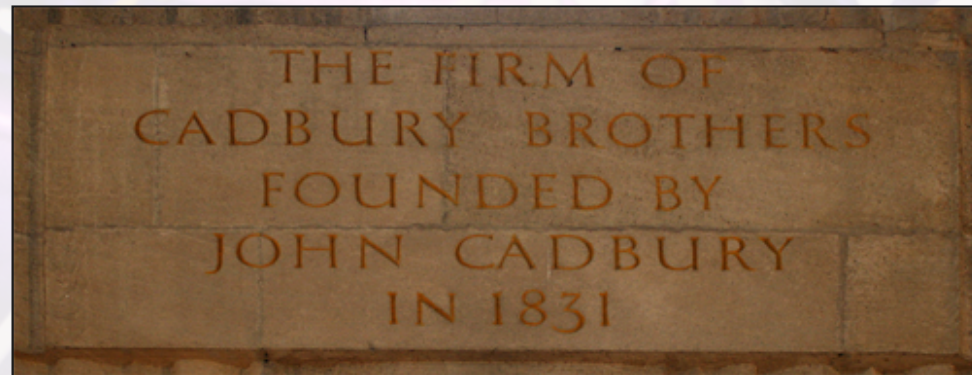


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Manufacturing Starts

1831

- In 1831, John Cadbury bought a warehouse near to his shop to start manufacturing cocoa and chocolate on a commercial scale.
- 'Commercial scale' just means that your business is getting too big just to do things by hand from a small shop.



The First Chocolate Bar

1847

- It was Fry's, not Cadbury who actually made the first chocolate bar.
- It was made from cocoa powder, sugar and melted cocoa butter and this meant that it could be moulded into a shape.
- In 1847, Cadbury's moved to a bigger factory in the centre of Birmingham with its own canal link so that its produce could be transported easily.

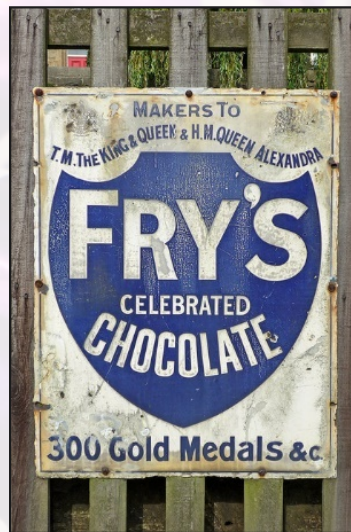


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The Next Generation

1861

- This was a time when other cocoa manufacturers were failing.
- The brothers had to invest in their business that their father had left them. This meant working long hours and living on a tight budget.
- George was in charge of the cocoa production, and Richard was in charge of the marketing and sales. They were only 25 and 21-years-old when they took over the company from their father.



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The Turning Point

1866

- Up until 1866, companies had to add other things to make the cocoa taste nice, but George found a Dutch process which worked much better. It was an expensive gamble, but it paid off and it started their rise to worldwide fame.
- Their new product was called 'Cocoa Essence' and was advertised as: 'Absolutely Pure. Therefore Best.'



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Here it is....Milk Chocolate

1875

- It was now that a manufacturer in Switzerland added milk to his chocolate recipe. Some people had used powdered milk before but this was condensed milk. Thicker, smoother and sweeter.
- Cadbury added milk to their chocolate bars in 1897. You'll see on the next page what they were busy doing in this year...



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The First Cadbury Easter Egg

1875

- The first Cadbury eggs were made with dark chocolate. Inside, they were filled with chocolate drops covered in sugar called 'dragees'.
- The first eggs were plain, but later on they were decorated with marzipan flowers and piping.



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Bournville is Born...

1879



- The brothers realised in 1878 that the factory in the city was depressing and not a nice area to be in, so they searched for a better place. They chose a beautiful country site near Birmingham and called it Bournville. It was named after the trout stream the 'Bourn'.
- 16 houses for foremen and managers were also built on the site and workers had much better conditions



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Houses at Bournville

1893-95

- George Cadbury wanted to expand the building of houses for workers and between 1893 and 1895, he built 143 cottages for workers.
- Each had a garden and there was a countryside feel to it.
- Bournville is now a 'garden suburb' of the city of Birmingham.



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Cadbury Milk Chocolate Bars

1897

- Even though they weren't the first, Cadbury launched their first milk chocolate bar in 1897. They were different and rougher than you would recognise today. They certainly weren't smooth and creamy.
- The first bars were made from milk powder paste, cocoa butter, sugar and cocoa mass (a type of liquid that come from the cocoa beans).



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Cadbury Dairy Milk

1905

- Cadbury's iconic chocolate bar, Dairy Milk, was launched in 1905 after George's son was challenged to create a bar with more milk than anyone else on the market.
- A customer's daughter came up with the name, Dairy Milk. It was sold in unwrapped blocks so that you could just buy a penny's worth.



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More Products

1906-38

Launch Dates:

- 1906 Bournville Cocoa
 - 1908 Bournville Chocolate Bar
 - 1914 Fry's launches Turkish Delight
 - 1915 Milk Tray
 - 1920 Cadbury's Flake
 - 1929 Cadbury's Crunchie
 - 1938 Cadbury's Roses
-
- In 1919, Cadbury bought Fry's making the company bigger and better.



World War Two

1939-45

- Chocolate was rationed during the war and Cadbury's were unable to use real milk in their bars, so they stopped making Dairy Milk during the war.
- They did start producing a 'Ration Chocolate' bar which lasted throughout wartime.
- After the war, Cadbury's expanded, in particular its biscuit range.



New Products and Adverts

1947-70

Launches and Dates:

- 1947 Milk Tray Bar
 - 1948 Fudge Bar
 - 1955 First TV advert
 - 1958 Lucky Numbers Assortment
 - 1960 Skippy Bar
 - 1967 Aztec Bar
 - 1967 Toffee Buttons
 - 1970 Curly Wurly
- The Milk Tray Bar was eight different Milk Tray chocolates stuck together in a bar!

Cadbury's Creme Egg

1971

- After merging with Schweppes in 1969, Cadbury was an expanding company.
- In 1971, it launched one of its iconic products...the Creme Egg.
- The Bournville factory can make 1.5 million Creme Eggs per day and 200 million are sold every year in the UK!



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More Product Launches

1981-96

Launches and Dates:

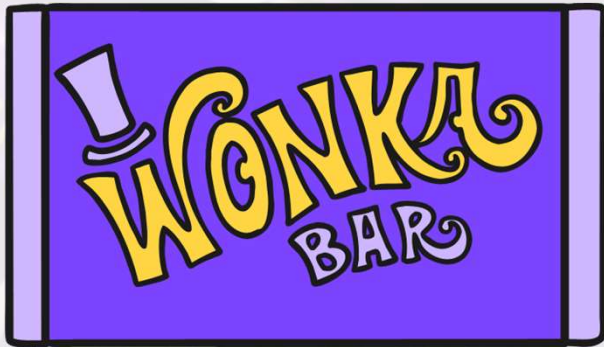
- 1981: Wispa Bar
- 1985: Boost Coconut
- 1987: Twirl
- 1989: Inspirations
- 1996: Fuse Bar
- The Bournville factory can make 1 million Wispa bars every day.



Cadbury World

1990

- In 1990, chocolate was such a huge business that people wanted to look around the factory and Cadbury World was opened. Although it's not quite like Willy Wonka's factory inside, it still hosts over 500 000 visitors per year.
- Why not design your own chocolate factory or chocolate bars like Cadbury or Willy Wonka?





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