

Chocolate Wars: The 150-Year Rivalry Between the World's Greatest Chocolate Makers

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✓ Verified Book of Chocolate Wars: The 150-Year Rivalry Between the World's Greatest Chocolate Makers

Summary:

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With a cast of characters that wouldn't be out of place in a Victorian novel, *Chocolate Wars* tells the story of the great chocolatier dynasties, through the prism of the Cadburys. Chocolate was consumed unrefined and unprocessed as a rather bitter, fatty drink for the wealthy elite until the late 19th century, when the Swiss discovered a way to blend it with milk and unleashed a product that would conquer every market in the world. Thereafter, one of the great global business rivalries unfolded as each chocolate maker attempted to dominate its domestic market and innovate new recipes for chocolate that would set it apart from its rivals. The contest was full of dramatic contradictions: The Cadburys were austere Quakers who found themselves making millions from an indulgent product; Kitty Hershey could hardly have been more flamboyant yet her husband was moved by the Cadburys tradition of philanthropy. Each was a product of their unique time and place yet they shared one thing: they want to make the best chocolate in the world.

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