



JIM C'S QUIZ OF THE WEEK MONDAY – 4/12/2007

Here's the scoop, eating chocolate is healthy.

HOW DID THE TERM “*CHOCOLATE*” ORIGINATE?

Etymology: Our language has had an appetite for the Aztec Nahuatl word *xocolatl* (*xococ* "bitter" + *atl* "water") since the 1604 English translation of the Spanish *History of the Indies*. However, *chocolatl* does not appear in Nahuatl until the mid-18th century.

History: Chocolate is derived from the Theobroma ('food of the gods') cocoa tree, which originated in the Amazon or Orinoco basins.

1500 - 400 BC: Olmec Indians grow cocoa beans as domestic crop.

1520: Hernan Cortes: "the divine drink that builds up resistance and fights fatigue." He took a load of cocoa beans back to Spain, which had a virtual cocoa market monopoly for almost a century.

1728: First commercial chocolate factory – J.S. Fry in Bristol, UK.

1780: First U.S. chocolate factory - John Hanan in Dorchester, MA.

1847: First primitive chocolate bar is credited to J.S. Fry and Son.

1894: Milton Hershey first mass produced Hershey Bar; sold for 5¢.

1903: Henri Nestle and Daniel Peters added milk and extra sugar to create the world's first milk chocolate bar.

Conventional Wisdom: Chocolate = America's favorite confection

Moment of Zen: When coffee dreams, it dreams of chocolate