SERVING MULTIPLE PURPOSES
CHOCOLATE HAS BEEN PART
OF OUR WORLDLY CULTURE
SINCE ITS DISCOVERY. THE
AZTECS WERE THE FIRST
DOCUMENTED SOCIETY TO
USE COCOA BEANS IN THEIR
RELIGIOUS CEREMONIES, FOR
MEDICINAL PURPOSES AND
CASUAL CONSUMPTION. WHEN
THE EUROPENS WERE
EXPLORING THE AMERICAS,
THEY CAME ACROSS THE
COCOA BEAN PLANT AND
BROUGHT IT BACK WITH THEM
to Europe. COCOA BEANS WERE KEPT EXCLUSIVELY FOR ROYAL AND WEALTHY
SOCIETIES. THE SWEET CREAMY CHOCOLATE WE KNOW TODAY IS NOT THE SAME
CHOCOLATE THAT WAS CONSUMED CENTURIES AGO, INSTEAD IT WAS A BITTER
WATER BASED DRINK. IN THE 19TH CENTURY THE EUROPEANS DECIDED TO ENHANCE
THE TASTE WITH SUGAR AND MILK. JOHN CADBURY WAS THE FIRST TO CREATE THE
SOLID CHOCOLATE BAR. UP UNTIL THE INDUSTRIAL REVOLUTION THE PROCESS OF
CHOCOLATE MAKING WAS UNCHANGED.
COCOA BEAN PRODUCTION

- Cocoa beans, much different than the sweet and luscious chocolate we find at our local chocolatiers, have a bitter and tangy taste.

- Cocoa beans grow in bright colored pods, normally red, yellow and green. The pods have a thick and hard shell, making it difficult to extract the beans without chopping the pod open.

- Most chocolate companies require their cocoa beans to be fermented in order to produce chocolate liquor. However, there are some companies that prefer not to. The fermentation process takes anywhere from two to seven days.
CHOCOLATE, SO VERSATILE, FASHION DESIGNERS ARE INCORPORATING IT INTO THEIR CAT WALK SHOWS. CHOCOLATE IS A VERY DELICATE MEDIUM TO WORK WITH, AS IT MELTS A LITTLE BELOW THE NORMAL HUMAN TEMPERATURE. AS SEEN IN ONE OF THE PICTURES, THE MODEL’S OUTFIT IS MADE OF A CHOCOLATE DRESS AND A CHOCOLATE HANDBAG. THIS TASTY CREATION IS TRULY ONE OF A KIND.
VIK MUNIZ

VIK MUNIZ, a well known mixed media artist, created a series of art pieces made exclusively from chocolate syrup. This series contained many wonderful recreations of previously famous art pieces, from a still of Jackson Pollock to a Marilyn Monroe photograph. These art pieces were made and photographed immediately due to the fact that the chocolate sauce was perishable therefore the original works are no longer in existence.
The famous story of Lady Godiva is the inspiration behind the Godiva Chocolatier name. In the 11th century, Lady Godiva and her husband Lord Leofric lived in Coventry, England. Lord Leofric was a powerful ruler who was unsympathetic to the citizens of his kingdom. Lady Godiva, however, was a woman of great generosity. When Lord Leofric imposed a heavy burden of taxation upon his subjects, Lady Godiva protested. In response, Lord Leofric set forth this challenge: If his wife rode naked through the streets, the taxation would be lifted. On the morning of the event, Lady Godiva began her ride wrapped in nothing but her lustrous long hair. The generosity of Lady Godiva led to more generosity on the part of the townspeople. The people agreed to close all their shutters to preserve Lady Godiva’s modesty. Upon her finish, thunderous cheers erupted throughout the town. Lady Godiva’s bravery and risk had won the hearts of all who knew her. As promised, Lord Leofric eased his taxation of the poor and Lady Godiva’s place in history was immortalized. The story of lady Godiva inspired the founder of Godiva and since 1926 the legacy of lady Godiva has lived on with the wonderful chocolates.