

Discourse on a History of Chocolate: Culture and Science (Part 2)

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Summary

Sweet drinking chocolate modifies with sugar spread in Europe through royal courts and the Catholic Church system. In the 17th century, chocolate culture in Europe was finely sophisticated and developed in flavor, preparation, table service and so on. It is particularly surprising that amber and musk were added to chocolate to improve aroma even more.

The rapid increase in consumption of cocoa beans induced new developments of the cacao production area in Ecuador, Venezuela and Brazil. However, there was a lack of labor available. For this reason, a great number of African slaves were sold to many cacao plantations.

On the other side, people in Protestant regions were beginning to like to drink coffee and tea rather than chocolate because they regarded chocolate as a symbol of the corrupt Roman Catholic Church and an absolute monarchy.

In the 19th century, new chocolate innovations were successfully born in Protestant countries. In 1828, Coenraad J. Van Houten in the Netherlands developed cocoa powder, which is easily dispersed in hot water, through removing about 2/3 of the cocoa butter by a press machine. Joseph Fry & Son in England invented eating chocolate (solid bar) in 1849 using cocoa butter. Milk chocolate appeared on 1875 in Switzerland due to Daniel Peter's effort. In 1879, Rudolph Lindt in Switzerland developed a conching machine which largely improved the smooth mouth feel of eating chocolate. The modern chocolate industry has grown due to these basic technologies.

In the case of Japan, people first saw a chocolate at a western style shop in Tokyo in 1878. However, chocolate was not popular at this time due to the expensive price and large difference in culture. In the 1920s, a modern chocolate industry was started by MORINAGA & CO., LTD and MEIJI SEIKA KAISHA, LTD. However, the growth of the chocolate market was unfortunately interrupted by the occurrence of the Second World War. During this war and several years after this war, the import cocoa beans was rejected by Japanese government authorities. The growth of the chocolate market was again restarted in the 1960s due to the successful recovery of the domestic economy. Nowadays, the domestic chocolate market is about 300 billion yen (240,000 tons). In 2002, we celebrate the 50th anniversary of Chocolate & Cocoa Association of Japan which is composed of 25 companies and a cooperative.