



NEWS

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FOR IMMEDIATE RELEASE: September 16, 2013

Pottsgrove Manor to Host American Heritage Chocolate Demonstration

Pottstown, PA (September 16, 2013) – On Saturday, September 21, 2013 from 11:00am to 3:00pm, historic Pottsgrove Manor will host a demonstration of traditional chocolate-making by American Heritage Chocolate, a division of Mars Chocolate North America.

Chocolate has been woven through the fabric of American culture for centuries. With its origin in the rain forests of Central and South America at least 3,500 years ago, chocolate's rich history is intertwined in the stories of Americans' ancestors. Colonial Americans like the Potts family enjoyed chocolate, though not in the familiar candy-bar form consumed today.

During the program, a team of Mars Chocolate History Ambassadors will share the history of chocolate through one-on-one historical bean-to-beverage demonstrations using authentic tools including cocoa pods, cocoa beans and nibs, a hot stone metate, winnowing baskets, chocolate drink pots, and molinos. Visitors can stop in anytime between 11:00am and 3:00pm to see, touch, taste, and smell the historic chocolate-making experience. American Heritage Chocolate's products will be available for purchase in the museum shop.

A donation of \$2.00 per person is suggested for this program. Guided tours of the manor house will be offered on the hour during the program.

Pottsgrove Manor can also be toured during regular museum hours Tuesday to Saturday from 10:00am to 4:00pm, and Sunday from 1:00pm to 4:00pm. Tours are given on the hour. The last tour of the day begins at 3:00pm. The site is closed Mondays and major holidays. Groups of ten or more should preregister by calling (610) 326-4014.

Pottstown Manor is located at 100 West King Street near the intersection of King Street and Route 100, just off Route 422, in Pottstown, Pennsylvania. Pottsgrove Manor is operated by Montgomery County under the direction of the Parks, Trails, and Historic Sites Division of the Assets and Infrastructure Department. For more information, please call (610) 326-4014, or visit the website at www.montcopa.org/pottsgrovemanor. Like Pottsgrove Manor on Facebook at <http://www.facebook.com/pottsgrovemanor>.

About American Heritage Chocolate:

In 2003, Mars Incorporated undertook an extensive global research initiative to uncover the true history of chocolate. A group from Mars led a multi-disciplinary team of more than 115 experts from around the globe who accessed over 200 archives, libraries, museums, and private collections to reveal chocolate's origin and history in the Americas. "CHOCOLATE: History, Culture, and Heritage," has contributions from 45 authors, including researchers, culinary chefs, food scientists, and historians from leading historic institutions, and was published in 2009 by Wiley.

Out of this research project, the American Heritage Chocolate brand was developed in 2006 by Mars Chocolate North America to help educate consumers about the history of our nation through the engaging story of one of our most beloved foods...chocolate! Fashioned off an ingredient list from 1750, American Heritage Chocolate is an authentic historic chocolate made from ingredients available in the 18th century. The recipe represents a true taste of chocolate the way our ancestors would have enjoyed it. The product line celebrates chocolate's important role in the lives of Americans during the 18th century. Made with all-natural ingredients and no preservatives, American Heritage Chocolate comes in four unique formats: chocolate sticks, chocolate bites, chocolate baking/grating blocks, and finely grated chocolate drink mix. American Heritage Chocolate is sold exclusively at over 130 fine gift shops at historic sites, museums, and historic inns across the USA and Canada.

For more information on American Heritage Chocolate, please visit:

www.AmericanHeritageChocolate.com.