



Indulge Yourself
IN THE HOME OF CHOCOLATE

Historical Background - YORK AND CHOCOLATE

Chocolate is to York what mustard is to Norwich or marmalade to Oxford. While many Yorkshire towns and cities made their fortune out of textiles in the wake of the industrial revolution, York went its own sweet way – and even today the chocolate business remains an employer in the city.

ROWNTREE AND TERRY - FAMOUS SONS OF YORK

Rowntree

One of York's most famous sons is Joseph Rowntree; a Quaker remembered and revered both for his outstanding work towards improving the lot of working people (including his own employees) and for his work in the famous Rowntree confectionery company of the same name.

In 1827 his father set up a grocer's shop in Pavement (now a Pizza Hut restaurant), where Joseph learnt his trade. Joseph's younger brother Henry, knowing that he would never inherit the grocery business, went to work as an apprentice to his cousins the Tuke family, who were dealing in tea, coffee and cocoa. Their business had been founded in 1725 as a grocer's shop on Walmgate by Mary Tuke, a young Quaker woman.

In 1862, Henry Isaac Rowntree acquired the cocoa side of his cousins business. Henry was not a brilliant businessman and was near bankruptcy when, in 1869, his elder brother Joseph was sent to assess its finances and rescue his business. Henry died in 1883 and the business passed to his brother who, in time, expanded the business to the chocolate factory on Haxby Road that we know today.

He set up three influential Trusts (which is extended to four) that still bear his name today, and which continue his legacy in the fields of poverty, housing, international peace, social justice and democratic reform.

Rowntree later merged with Mackintosh, and the joint company became part of Nestlé in 1988. Many sweets and chocolate bars that are a much-loved part of British life are manufactured in the York factory, like Kit Kat, Aero, Milkybar and Yorkie.

Terry's

York's other great chocolate name is Terry's. The firm began in 1767 and was founded by Mr Bayldon and Mr Berry. The Terry's name first appeared when Joseph Terry became a partner in 1823. The site in



Bishopthorpe Road remained the hub of Terry's confectionery production in Britain until sadly it closed in 2005. At peak seasons over 700 people were employed at the plant to produce world-renowned delights such as Terry's All Gold.

The Terry family has been involved in the highly successful business for generations, and the present-day representative, Peter Terry, is honorary president of what is now a £140 million business. Terry's has operated under the ownership of Kraft Jacobs Suchard since 1993.

Did you know...?

- * The successful chocolate industry brought economic stability to 19th century York.
- * York's superior railway connections were vital to the success of its chocolate industry.
- * Nestlé's Chunky Kit Kat has been one of the retailing sensations of the past decade.
- * You can still see what was a very sumptuous Terry's chocolate shop and restaurant in St Helen's Square. Today it is a jewellery shop.
- * The first Terry's chocolate 'fruit' to be made in York wasn't the famous Orange, but a Terry's Chocolate Apple.
- * Surveys reveal that a Terry's Chocolate Orange finds its way into one in ten Christmas stockings.
- In 2012 Nestle will celebrate the 150th Anniversary year of Rowntree's and in 2011 Nestle opened a new archive to secure historical records of York's rich chocolate making history.

Nestle Archive:

An advertising robot, a stained-glass window and the tin of cocoa that was with Scott of the Antarctic when he died - These are only a few of the items which form part of a new Nestlé UK archive created at the company's factory complex in York.

The state-of-the-art facility has been built to preserve documents, films, artefacts and artworks from all of Nestlé's UK sites, with climate and humidity controls to preserve its contents, and specially fitted lights designed to filter out harmful UV rays. Highlights of the archive include a collection of more than 300 Nestlé films that were recently uncovered in a wall cavity at the company's base in Croydon, the original pre-war artwork for the classic Black Magic advertising campaigns, a rare collection of hundreds of 1920s chocolate moulds and thousands of photographs, magazines, catalogues and other documents.





The famous stained-glass window comes from the Haxby Road site's oldest office, while the robot dates back to an advertising campaign from the 1920s. The archive was the brainchild of Nestlé UK archivist Alex Hutchinson, and its launch was attended by Giles Naish, who works at Nestlé in York and is the great-great-grandson of Joseph Rowntree.

A spokesman said that many of the items had been exhibited publicly before and this would continue and, after digitising more than 37,000 photographs and more than 100 hours of film, it intended to provide an online offering in future. The archive was officially opened by Nestlé UK chief executive and chairman Paul Grimwood alongside Mr Naish.

Cadbury and Fry and the Rowntree/York connection:

George Cadbury and Lewis Fry were both apprenticed to Joseph Rowntree Senior (Lord Mayor of York) at his grocers shop on Pavement where they learnt the trade along with his son Joseph Rowntree Junior who became the famous chocolate magnate.

Mssrs Cadbury and Fry seniors were both making chocolate before their sons went to York. George Cadbury returned home to take over the business with his brother, built the new Garden factory and the Garden Village and made the Cadbury business what it is today. Lewis Fry went into politics.

The sons learnt the grocery trade, the ancient and delicate art of tea blending, coffee roasting, ketchup making, the buying and storing of perishable produce, patting of butter etc. The period of time that we are talking about is pre- 1860 (because Henry Isaac Rowntree acquired his cousin's cocoa business in 1862). In 1860 the food and drugs act was passed which meant that manufacturers and grocers and the like could no longer tamper with food in order to make a quick buck. Until that time, and for a short period after, it was common to find your tea leaves had been mixed with other things. Grocers would add:

- old, used tea leaves (that they had dried out) to fresh tea
- add wax to your chocolate
- sand and chicory to your coffee
- starch powder to your cream
- poisonous food colouring in your sweets

In those days if you wanted to buy food, and wanted to trust the person selling it to you, you would go to a Quaker grocer. People trusted Quakers not adulterate their food as a matter of conscience. At one point people in York who professed to be Quakers were imprisoned for their faith. If someone said that they were a Quaker, it meant that they put up with various hardships because of their faith, so you could be sure that they were telling the truth. This is why the grocery trade was a good trade for Quakers to get into.





Joseph Rowntree senior, a well-respected local Quaker (but not a rich businessmen), took on several apprentices who all lived above the pavement shop. Among those who he taught were George Cadbury and Lewis Fry who probably sent there by their families who will have known the Rowntree family from the regular Quaker meetings in London.

The Rowntree family were not the only Quakers to run a grocer's shop in York. Back in 1725 a distant cousin of theirs called Mary Tuke set up a grocer shop in Walmgate. The business grew, and began importing tea coffee and cocoa on a large scale. By 1862 the cocoa side of the business had become so big that the Tukes decided to pass it on to their distant cousin Henry Isaac Rowntree. Henry Isaac was not the oldest of the family and so would not have been in line to inherit his father's grocers shop, it was important for him to set up a business of his own.

The Tuke cocoa business was not a confectionery firm, it was a specialised grocery business, specialising in plain cocoa. Henry Isaac Rowntree took the business on assuming that his brother Joseph would inherit his father's grocery shop. Before long Henry Isaac Rowntree got into financial trouble, and Joseph was sent to balance his brother's books. Joseph helped extend the business into a confectionery firm, and when his brother died young he took the reins and created a chocolate empire.

The old grocer's shop was run by the family, but when the chocolate business became large the shop was sold on.

It is likely that Fry, Cadbury and the two Rowntree Brothers shared sleeping accommodation above the shop at some point.

In those days, serving an apprenticeship as a grocer before going into the family firm was seen as very important, like completing a degree now. We might think an apprenticeship in a grocer's shop would be irrelevant during a working life in a factory, however in those days it was the equivalent of an Oxford or Cambridge degree among that particular set of Quakers. The fact that Cadbury and Fry both sent their sons to York to serve under Joseph Rowntree shows just how highly they rated the Rowntree education. It must have been the best.

All confectionery roads in Britain appear to lead to York. York is not only home to the beginnings of three major confectionery firms in York, but also the beginnings of three different attitudes to confectionery (Rowntree's grocery trade, Terry's medicinal and novelty trade and Craven's retail trade), which shaped the confectionery industry.

All the important players in the history of chocolate in the UK have been drawn to York. York is home to a broader confectionery history than any other city in the UK, York currently has more confectionery factories than Birmingham, it has a brand new chocolate Festival, a brand new chocolate visitor attraction, and a chocolate walking trail.





Indulge Yourself
IN THE HOME OF CHOCOLATE

The original British birthplace of chocolate as we know it would probably be Bristol because that is where Fry's invented the edible chocolate bar. However the factory there was closed down by Kraft.

York's First Ever Chocolate Festival will take place- 6th – 9th April 2012
York's 'chocolate visitor attraction' – CHOCOLATE – York's Sweet Story opens 31
March 2012

Key Contacts:

James Maxton: PR Contact:

James.maxton@uk.nestle.com

Alex Hutchinson

Nestlé Heritage, Ex 33042

Tel: +44 (0)1904 603042

Mobile: +44 (0) 7824 408856

Fax: +44 (0)1904 603643

alex.hutchinson@uk.nestle.com

Sam Spencer

PR, Events & Promotions Manager

Continuum (Sweet History of York Visitor Attraction)

St Edmund's House, Margaret Street York, England YO10 4UX

T: +44 (0) 1904 527 700 F: +44 (0) 1904 527 701

www.continuum-group.com

Sophie Jewett

York Cocoa House and York Chocolate Festival

Sophie Jewett

York Cocoa House

Blake Street

York

YO1 8QJ

E: sophie@yorkcocoa.co.uk

www.yorkcocoa.co.uk

Indulge Yourself In the Home of Chocolate – In 2012 York claims its title as Britain's official home of chocolate. To indulge yourself visit www.visitYork.org/chocolate or Tel Visit York Information Centre on 01904 550099 email info@visitYork.org

Press contact: Kay Hyde PR Manager – Visit York, Visit York, Tel: 01904 554451, Fax: 01904 554460, email: kh@visitYork.org , websites: www.visitYork.org

