

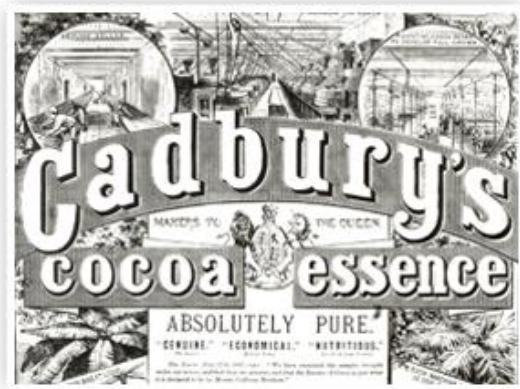
## 1824 John Cadbury opened Bull Street shop

In 1824, John Cadbury opened a grocer's shop at 93 Bull Street, Birmingham. Among other things, he sold cocoa and drinking chocolate, which he prepared himself using a pestle and mortar.

John's wares weren't just inspired by his tastes, they were driven by his beliefs. Tea, coffee, cocoa and drinking chocolate were seen as healthy, delicious alternatives to alcohol, which Quakers deemed bad for society

## 1861 Richard and George Cadbury take charge

John's health rapidly declined and he finally retired in 1861, handing over complete control of the business to his sons Richard and George. The brothers were just 25 and 21 when they took charge of the business.



## 1875 First Milk Chocolate Bar

In 1875, a Swiss manufacturer called Daniel Peter added milk to his recipe to make the first milk chocolate bar.

This wasn't a completely new idea; Cadbury produced their milk chocolate drink based on Sir Hans Sloane's recipe between 1849 and 1875. And Cadbury added their own milk chocolate bars in 1897. But Daniel Peter was still way ahead of them – using condensed milk rather than powdered milk to produce a chocolate with a superior taste and texture. Another Swiss manufacturer invented the conching machine in 1879. This refined chocolate, giving it the smooth texture we know today. Swiss milk chocolate dominated the British market – a situation the Cadbury family set out to challenge in the 20th Century.

## 1875 Cadbury makes their first Easter egg

The first Cadbury Easter egg was made in 1875. The earliest eggs were made with dark chocolate and had a smooth, plain surface. They were filled with sugar-coated chocolate drops known as 'dragees'. Later Easter eggs were decorated and had their plain shells enhanced with chocolate piping and marzipan flowers.