

## HISTORICAL EVENTS

### 7 ICONIC CANDIES TROUGH THE DECADES



The U.S. confection industry—chocolates, caramels, gummies, hard candies and more—stands as a \$13 billion annual behemoth. On Halloween alone, according to the National Retail Federation, Americans spent some \$3 billion on sweets.

Candies have even occasionally played a role in U.S. history. They've bolstered our economy at home and fueled our soldiers at war. Sweets have inspired and defined American popular culture, set legal precedent, and even helped ease tensions during diplomatic standoffs.

*Answer the following questions according with the readings.*

1. Sweets inspire and define American popular culture?

TRUE

FALSE

2. The most popular confections of American candy industry are: chocolates, caramels, gummies, and hard candies?

TRUE

FALSE

3. Americans do not spent money in candies.

TRUE

FALSE

### CANDY CORN / 1880S

In the 1880s, when farmers comprised about half the U.S. labor force, many confectioners tried to market sweets by molding mellow creme—usually a mix of corn syrup, sugar, gelatin, fondant, and coloring—into the shapes of pumpkins, turnips, and other agricultural products. Candy corn, reportedly invented by George Renninger of the Wunderle Candy company.

### HERSHEY'S MILK CHOCOLATE BAR / 1900

Though not the Hershey brand's most popular candy (that honor goes to Reese's Pieces), Hershey's milk chocolate bar is often recognized as America's first iconic candy bar. After being inspired by the German chocolate-making machinery exhibited at the 1893 World's Columbian Exposition, American businessman Milton Hershey decided to enter the chocolate business himself. By 1899, his company had developed the first process for mass-producing chocolate in the U.S. The following year, he debuted the milk chocolate candy bar, tailored specifically to the American palate, which didn't favor darker European chocolate flavors. At a time when consumer markets were beginning to expand from regional to national, Hershey savvily branded the confection as the "Great American Chocolate Bar." Building on that national identity, the company formed a partnership with the U.S. military during World War II, mass-producing millions of chocolate bars meant to fuel American troops to victory.

4. How was candy corn elaborated? Select the correct answers.

|              |                          |
|--------------|--------------------------|
| Mellow crème | <input type="checkbox"/> |
| Corn syrup   | <input type="checkbox"/> |
| Sugar        | <input type="checkbox"/> |
| Gelatin      | <input type="checkbox"/> |
| Fondant      | <input type="checkbox"/> |
| Coloring     | <input type="checkbox"/> |
| Chocolate    | <input type="checkbox"/> |
| Coffee       | <input type="checkbox"/> |

5. When Milton Hershey decided to enter the chocolate business himself?

|                               |                               |                               |                               |
|-------------------------------|-------------------------------|-------------------------------|-------------------------------|
| <input type="checkbox"/> 1893 | <input type="checkbox"/> 1899 | <input type="checkbox"/> 1915 | <input type="checkbox"/> 1888 |
|-------------------------------|-------------------------------|-------------------------------|-------------------------------|

### **BABY RUTH / 1921**

What do you get when you mix America's favorite pastime, a superstar athlete, a U.S. President's daughter, and a federal patent lawsuit? The wonky history of the Baby Ruth candy bar.

In 1921, Otto Schnering sought to revive his struggling Curtiss Candy Company in Chicago. So, he reformulated and rebranded its flagship "Kandy Kake" confection into a peanut, caramel, and nougat-filled candy bar. With its new name, Baby Ruth (conspicuously close to that of Babe Ruth, the era's top sports superstar), and some savvy marketing, the bar took off. By 1926, sales totaled \$1 million a month, and the company's candy-making facilities became the largest in the world.

6. Which year Baby Ruth sold 1 million a month?

**1921**

**1935**

**1926**

**1893**

### **TWIZZLERS / 1929**

Created by one of America's oldest candy producers—Young & Smylie Confectionary Company, known for licorice treats since 1845—spiraed licorice whips debuted under the "Twizzlers" trademark in 1929. After the candy really took off in the 1960s, the Hershey Company acquired its maker, then called Y&S Candies, in 1977. Not only have Twizzlers become a beloved American movie snack; they're likely one of the only candies in history credited with helping facilitate a complicated nuclear agreement. In 2015, negotiators from Iran, the U.S. and five other world powers reportedly consumed some 10 pounds of strawberry Twizzlers during their tense, 19-day nuclear reduction talks—part of a comfort food diet that also included string cheese, Rice Krispie treats and more.

7. According to the reading Twizzlers facilitate:

**To reduce stress**

**To acquire other company**

**A nuclear agreement**

**Become a beloved candy.**

8. Which company acquired the Twizzlers company?

**Kellogg's company**

**Standard oil**

**M & M's company**

**Hershey's company**

## M&Ms / 1941

After observing soldiers in the Spanish Civil War eating chocolate pellets covered in a candy shell (which prevented melting), chocolatier Forrest Mars came up with the idea to create and sell a similar confection. He patented his manufacturing process and the protective coating and debuted M&Ms in 1941. Soon after, Mars entered an exclusive partnership with the U.S. military during World War II to supply M&Ms to American G.I.s as part of their ration packages. But M&Ms' durability made them a boon beyond the battlefield. In 1981, they became the first candy to launch into space after being requested by the crew of Columbia, NASA's first space shuttle.

9. Who patented the M&Ms idea?

**Donald  
Trump**

**Forrest Mars**

**Milton  
Hershey**

**Winston  
Churchil**

10. Which Historical events are related with the M&Ms candies? (You can choose more than one option)

**World War II**

**Afghanistan  
conflict**

**First candy in  
the space**

**Industrial  
revolution**

**World trade  
center's down**

**Cold war**

**Spaceship to  
the moon**

**Vietnam war**



## EVERLASTING GOBSTOPPERS / 1976

The Everlasting Gobstopper may have originated as a fictional sweet treat in Roald Dahl's 1964 novel *Charlie and the Chocolate Factory*. But the colorful jawbreakers became a reality after breakfast cereal manufacturer Quaker Oats decided to expand into the confection business—with a few hiccups. Their initial plan? Back a movie version of the book and sell Wonka-themed candy tie-ins like Peanut Butter Oompas and Super Skrunch chocolate bars, produced by affiliate company Breaker Confections. *Willy Wonka & the Chocolate Factory* (1971), the first film financed by a food company, splashed Dahl's candy fantasia onscreen, complete with a chocolate river, giant gummy bear trees, cream-filled toadstools and more. But Wonka bombed colossally at the box office, the Wonka candies flopped, and Gobstoppers didn't hit the market for another five years. Over time, as the film achieved cult-classic status, the colorful, multi-layered, and multi-flavored Gobstoppers grew in popularity, helping move the candy market away from plain Jane chocolate bars and etching their own spot in American candy lore.

11. Which was the first movie financed by a food company?

Wonder  
woman

Harry Potter

Willy Wonka and  
the chocolate  
factory

Casino Royal

12 Which food company decided to create gobstoppers?

Quaker Oats

Ferrero  
Rocher

Kellogg's  
company

Nestle

13 Which year *Charlie and the chocolate factory* was written?

1941

1938

1964

1980

## **SOUR PATCH KIDS / 1970S**

When Canadian marketer Frank Galatolie first invented this mouth-puckering, sweet-and-sour candy for the import company Jaret International, the treats were a branding play meant to capitalize on America's obsession with all things outer space. Back then, the treats were called Mars Men. But in 1985, when they were bought over the border to be sold in the U.S., another craze—Cabbage Patch Kids dolls—inspired an iconic rebrand. Ditching the Martian-shaped jellies, the company rebranded the candy into a more friendly human shape and changed its name to Sour Patch Kids. The rebrand worked, and Sour Patch Kids became the top-selling jelly candy in America.

14 Which was the first name given to Sour patch kids?

**Mars men**

**Jelly candies**

**Martian  
jellies**

**Twix**

15 Who was the inventor of Sour patch kids?

**Augustus  
Jackson**

**Milton  
Hershey**

**Forrest Mars**

**Frank  
Galatolie**