

# MAKING BITTER...SWEET.

## THE STORY OF CHOCOLATE

A cacao seed from the tree actually tastes bitter, not sweet. There's some science that goes into bringing that seed to the milk or dark chocolate we all know and love.

Our favorite food  
**CHOCOLATE**



Comes from  
**A SEED**



 x 4  
equals



**Milk**  
Chocolate

 x 12  
equals



**Dark**  
Chocolate



**For 90%**  
of its history,  
it was  
consumed  
**only in**  
liquid form

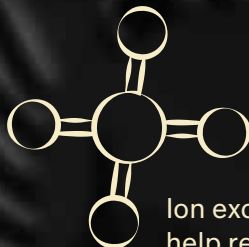
Americans consume  
an average of  
**12 pounds** of  
chocolate per person  
per year and spend  
about **\$13 billion**  
a year on chocolate

The Swiss consume  
**more than 24**  
**pounds** of chocolate  
per person per year

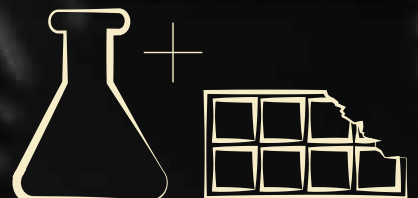
Americans spend  
the most money on  
candy in February,  
for Valentine's Day



Corn-based sweeteners  
are among today's primary  
chocolate sweeteners, but  
require purification before  
becoming food-grade high  
fructose corn syrup.



Ion exchange resins  
help remove sodium  
(Na+) and calcium  
(Ca2+), and other  
ions, to make a clear,  
clean syrup.



The syrup is added to  
chocolate to make the  
sweet treat we all know  
and love.



Source: California Academy of Sciences  
[www.calacademy.org/exhibits/chocolate/chocolate\\_facts.php](http://www.calacademy.org/exhibits/chocolate/chocolate_facts.php)