



Well hello!

We thought it's winter and the start to 2021 hasn't been the happiest of times, so what can we do to cheer people up? Let's do a newsletter that celebrates chocolate and include a hot chocolate drink for good measure.

Of course, we know the start of the year normally means pledging a healthier lifestyle but if you can't enjoy a small indulgence now and again (especially after the 12 months we've just had) then it's a poor do!

Before lockdown our Wall Heath Friendship Club enjoyed a visit by a chocolate connoisseur who shared some of the benefits of chocolate. These include that it's good for your mood, actually makes you eat less overall and can help maintain healthy skin by modulating blood flow. Who knew?

And it seems that the darker the chocolate the better it is overall. Dark chocolate is a powerful source of antioxidants and some studies suggest that, eaten in moderation, it can benefit your brain by stimulating activity that's associated with reward and pleasure. Naturally it needs to be part of a balanced diet, so too many hours spent lingering in the confectionary aisle of the supermarket probably isn't the best idea!

Mind you going anywhere other than a supermarket seems like a pipe dream at the moment. When we do get the chance to get out and about, those trips to the cafés, teashops and garden centres are going to get an absolute hammering with their decadent hot chocolate drinks and loaded cakes. We're salivating at the very thought but until those magical days, we'll just have to take our pleasures where we can.

So, let's look ahead with some positivity. Vaccinations are being rolled out, the dark winter nights are starting to get a little shorter and before too long we'll be celebrating Easter. That means daffodils, Easter bunnies and Easter eggs (that appeared in the shops before we'd taken the Christmas decorations down)! There we go again! We've definitely been bitten by the chocolate bug.

Stay safe and look out for one another.



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PEPPERPOT MADCAP QUIZ

This is the only quiz where you're NOT expected to know the answers - the fun is in the guessing. Enjoy!

1. Who wrote the children's book *Charlie and the Chocolate Factory*?
2. Which chocolate bar claims 'there's a glass and a half in everyone'?
3. Who was the lead singer in the band Hot Chocolate?
4. Which French actress stars in the film *Chocolat*?
5. What is the fourth and rarest type of chocolate?
6. Where was milk chocolate invented?
7. Are cocoa beans a fruit or a vegetable?
8. Which company created the Milky Way?
9. What is the name of the mountain on the Toblerone pack?
10. Mice prefer chocolate to cheese. True or false?

PEPPERPOTS CHOCOLATE FACTS

- Winston Churchill was once in danger of a Nazi assassination by an exploding bar of chocolate
 - Aztecs used cocoa seeds as a form of currency
 - Brussels Airport is the world's biggest chocolate seller. It sells over 800 tons of chocolate in a normal year
 - The average person in the UK eats 24lbs (11kg) of chocolate a year
 - In the original *Psycho* film, the blood in the famous shower scene was actually chocolate syrup
 - Making chocolate takes about 400 beans to make a single pound of chocolate
 - Cocoa trees can live up to 200 years old but they only make viable cocoa beans for just 25 years of their life
 - International chocolate day is 13th September. Let's put that date in the diary!
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THE QUAKERS AND OUR CHOCOLATE HISTORY.

For a religious group more interested in championing social reform than industry, the Quakers have established an impressive roll call of household business names.

And when it comes to confectionery, they have had a virtual monopoly for more than a century, led by Cadbury of Birmingham, Fry's of Bristol and Rowntree's and Terry's of York.

Their achievement is all the more remarkable given the tiny numbers of Quakers in the UK.

Their move into chocolate began with cocoa drinks in the 19th Century as a reaction against the perceived misery and deprivation caused by alcohol. Quakers were concerned about levels of alcohol misuse in the wider population and they were part of the temperance movement.

Cocoa was a way of providing cheap and available drink. It was also healthy because you had to boil the water to make it when people didn't have good water supplies.

There was a friendly rivalry between the manufacturers, many of whom knew one another from their church-based life and because of the way they had been excluded and persecuted on the edge of society. They developed strong business networks as well as personal ones.

Their reputation for honesty and reliability, alongside their quest for justice, equality and social reform gave them an ethical advantage over their rivals because their customers knew they weren't being ripped off and didn't have to haggle to get a fair price.

Cadbury famously built a village in Bournville for their workers, complete with schools, leisure facilities and parks. They were amongst the first firms to make pension provision and provide a canteen for their staff. They also knew a healthy workforce was a productive one and employed doctors and dentists at a time when there was still child labour in Britain.

After World War II the Quaker-owned businesses began to disappear. They had a sense that holding on to their companies as family businesses made them commercially vulnerable. Cadbury merged with Schweppes in 1969 and are now owned by Kraft and Rowntree's was bought by Swiss multinational Nestle in 1988.

LANDMARK CHOCOLATE DATES

Did you know that **Cadbury, Fry, Rowntree** and **Terry** were all Quaker businesses in their origin?

Part of the reason Quakers chose the confectionery business was due to matters of conscience. Cocoa and sugar appeared to be ethical alternatives to alcohol, which was seen as a cause of great moral evil to Quakers at the time.

So, when was your favourite chocolate launched?

- 1866 Fry's Chocolate Cream Bar
- 1905 Cadbury Dairy Milk
- 1910 Cadbury Bournville Plain Chocolate
- 1915 Cadbury Milk Tray
- 1929 Crunchie Bar
- 1930 Snickers
(became Marathon now back to Snickers)
- 1932 Terry's All Gold & Mars Bar
- 1933 Black Magic
- 1935 Milky Way, Aero & Kit Kat
- 1936 Quality Street, Dairy Box & Maltesers
- 1937 Rolo and Smarties
- 1951 Bounty
- 1957 Munchies
- 1958 Galaxy
- 1962 After Eight Mints
- 1967 Twix and Marathon
(originally Snickers 1930)
- 1976 Yorkie
- 1977 Double Decker



USEFUL INFORMATION



We know we are all going through difficult times and for some of us it feels like our lives have been turned upside down. It's important that we try and look out for one another whenever we can but sometimes you might want to reach out to some amazing organisations who are ready to help. Remember it's OK not to be OK.

ANXIETY UK

A charity providing support if you have been diagnosed with an anxiety condition.

Phone: 03444 775 774

Visit: www.anxietyuk.org.uk

MIND

The charity Mind also has helpful hints and tips about staying mentally fit. If you do suffer with mental health issues, it's important to remember you're not on your own.

Phone: 0300 123 3393

Visit: www.mind.org.uk

SAMARITANS

Whatever you're going through a Samaritan will face it with you. They are there 24 hours a day, 365 days of the year.

Phone: 116 123 or if you feel better writing things down you can email them at: jo@samaritans.org

Visit: www.samaritans.org

And we are here too of course. You can get in touch by phone, email or Facebook and take a look at our website:

Visit: www.sgtpeppersfriends.co.uk

BRITAIN'S TOP 10 CHOCS

Britain's favourite chocolate bar was revealed at the end of 2020 – but did yours crack the top 10 list?

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|-----------------------------|-----------------------------|
| 1. Dairy Milk | 6. Terry's Chocolate Orange |
| 2. Galaxy | 7. Wispa |
| 3. Snickers | 8. Crunchie |
| 4. Dairy Milk Fruit and Nut | 9. Bounty |
| 5. Kit Kat | 10. Dairy Milk Caramel |



Answers to the Peppertot questions

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|----------------|---------------------|---------------------|-------------------|
| 1. Roald Dahl | 4. Juliette Binoche | 6. Switzerland | 9. The Matterhorn |
| 2. Dairy Milk | 7. Fruit | 5. Blonde chocolate | 8. Mars |
| 3. Errol Brown | 10. True | | |



It starts with a smile

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