

Chocolate essay examples

[Business](#), [Company](#)



Like every other person in the world who likes to stimulate and boost their brain power with a little bit of chocolate, I am no exception to this rule. The pleasurable feeling the brain gets after the body consumes a certain amount of chocolate, which is the state of mind being overwhelmed with endorphins, has granted the cacao bean mythical powers. Ancient civilizations have praised its power over the human body as well as the mind, and this continues to be so to this very day. Different brands and flavors we are surrounded by give one a plethora of choices when it comes to satisfying the hunger tooth. My favorite is the one that not only soothes the mind and makes it happy, but energizes the body as well: Snickers.

On their website, the Mars Company introduces Snickers as “ the world’s best-selling candy bar. Crammed with peanuts, caramel and nougat then coated with milk chocolate, Snickers quickly became one of the planet’s favorite treats after its introduction in 1930.” It took three years to develop, but when it was finally introduced to the public, it was an instant success, just like other Mars products. Interestingly enough, the name of the chocolate came just like everything else in the Mars family, from a beloved member, in this instance a horse from the Milky Way stables the family owned. The horse’s name was Snickers, and in its honor, the chocolate bears the name that has become a household brand.

It is interesting to note that so very little has changed in not only the product’s appearance and wrapping, but the quality and taste of the chocolate as well, while it continues to be a favorite across the globe. Still, continuing with the idea of development and nurturing the needs of their consumers, the Mars Company does not disappoint in adding a new twist to

the renowned recipe and combinations of Snickers: the ice cream version, Snickers peanut butter, almond, Snickers Dark, Snickers 2 to Go, Snickers Charged, never deviating from the well proven, original recipe, but still adding a bit of nouvelle to the beloved product.

Chocolate has a rather methodical process of creating. It starts with the gathering of cacao pods, which have the cacao bean inside. Then, it is left to ferment for a period of several days, not more than eight. After this, they must be dried completely, roasted and ground to create a thick paste-like substance. The final step is done in the conching machine, which creates the final shape and flavor, after which the chocolate is left to cool down and is ready for public consumption.

The initial selling price being only a nickel, it is hard to imagine that the company makes around two billion each year, from this product solely. This probably has a lot to do with the fact that Snickers has always been a pet of commercials, making them sometimes more than the public can take, but simultaneously, keeping the demand at a record high all this time. The bar's elegant, simple wrapping was also more or less consistent throughout the decades, proving the fact that the public always wants variety, but a good idea should not be meddled with. A high quality business endeavor should be based on this good idea, and only minor adjustments should be applied to the original product, giving the public the appearance of variety, yet retaining the unique goodness.

“Chocolate is predominantly a food for pleasure, and many people incorporate it into part of a healthy, varied and balanced diet” (Cooper et al.). Aiming at this, Snickers has been advertized as a power bar, fighting

hunger and rebalancing the feeling of an empty stomach, while feeding the brain with endorphins, for a sensation of happiness. Thus, a customer who does not feel hungry and who feels happy is what the Mars Company is aiming for. And, I would say, they have hit the bull's eye with the Snickers bar.

Works Cited:

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