

YORK'S CHOCOLATE STORY

2017 PRESS PACK



YORK'S CHOCOLATE STORY

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YORK'S CHOCOLATE STORY

WHAT IS YORK'S CHOCOLATE STORY? THE STORY OF HOW CHOCOLATE MADE HISTORY

Continuum Heritage Attraction York's Chocolate Story, located in the heart of York, is an entertaining and informative guided tour through the history of York's most famous chocolate-making families and their finest creations. Visitors can discover chocolate's origins, how to make it, how to taste it like an expert and even the sustainable future of chocolate.

York is the UK's home of chocolate, while other northern centres made their wealth from wool, cotton and steel, York went its own sweet way and built a city from chocolate. This great tradition continues to this day, where all over the city there are echoes of York's chocolate past. At York's Chocolate Story a host of surprising secrets and fascinating facts behind York's greatest chocolate products come to life - from the Chocolate Orange to the globally famous Kit Kat.

There is so much to see, including live chocolate-making demonstrations from skilled chocolatiers and a host of fascinating chocolate artefacts. Visitors can even get hands-on and make their own treats on the factory floor and create their very own chocolate delights.

Once guests have explored chocolate-making and its history, they can shop for and indulge in the finest chocolate in the attraction's café and shop. There's so much to enjoy and discover at York's Chocolate Story in the UK's home of chocolate!

- ENDS -

Attraction Images can be found [HERE](#)

Notes to editors:

To find out more visit www.yorkschocolatestory.com

Opening Times:

The attraction is open daily from 10am - 6pm (last tour is at 5pm).
Closed on 25th December, 26th December and 1st January.

Admission prices:

- Adult £11.50
- Concession £10.50
- Child £9.50
- Family of four £39.95
- Family of five £47.95

Booking

We advise booking your tour online in advance at www.yorkschocolatestory.com
For any booking enquiries call 01904 527765

YORK'S CHOCOLATE STORY

WELCOME FROM CONTINUUM ATTRACTIONS

Twenty-five years ago, a Rowntree-led idea for a chocolate-themed visitor attraction never got off the drawing board due to a takeover of the group. However, original members of the York-based Continuum team (then Heritage Projects) knew it had potential if only it could find the right location in the city of York and the finances to make it happen.

Continuum, owner and operator of a growing family of commercial visitor attractions from Edinburgh to Portsmouth, has had its headquarters in York since the conception of the company back in 1984. Having created a Viking museum in the city back in the 1980s it was well placed to create an innovative and vibrant new visitor attraction in its home city.

With 30 years of welcoming a million visitors a year, Continuum believes it knows that the best interpretation technique is in fact the simplest one: a true story told in an engaging way and in a really relevant location – storytelling in its truest form. The company ethos is engaging stories in memorable places, creating great memories for visitors to share and to take home.

York's Chocolate Story is the story of the people of York and how, through the famous Quaker families of the Rowntree's, Terry's and Craven's and the not so famous ordinary folk, they made confectionery and the city synonymous; building brands like Kit Kat which have circumnavigated the globe.

It is ideally located in King's Square, in the heart of the city, at the end of the historic and world renowned Shambles and right on the tourist and locals' route around the city.

It is not a museum or a mini theme park, but a vibrant visitor attraction where stories are told. The positioning adds to the York visitor offer, fitting easily into the classic weekend or day out programme of a museum or two, some wandering and browsing through the medieval walled city, a little shopping and good food.

Since opening in March 2012 visitors from as far afield as New Zealand and Japan have travelled to York specifically to visit York's Chocolate Story, 97 per cent of which said they would recommend it to a friend.

Keep up to date with us on Twitter [@yorks choc story](https://twitter.com/yorks choc story) and Facebook www.facebook.com/yorks chocolate story

Juliana Delaney
Chief Executive Officer FTS, Continuum Attractions

YORK'S CHOCOLATE STORY

WHAT TO EXPECT? YOUR VISIT TO YORK'S CHOCOLATE STORY

Recommended visit time: 1-2 Hours

Be catapulted on a journey through the story of how chocolate made history at York's Chocolate Story in the UK's home of chocolate.

Ideal for explorer families, curious minds and culture vultures! Go on an entertaining and informative guided tour through the history of York's most famous chocolate-making families and their finest creations. From the Chocolate Orange to the globally famous Kit Kat, you'll discover chocolate's origins, how to make it, how to taste it like an expert and even the sustainable future of chocolate.

Engaging storytellers take visitors back thousands of years to the rainforests of Central America where it all began. Moving through the history of chocolate's founding families you'll learn the fascinating facts and surprising secrets behind their finest creations. You'll learn all about factory life and hear stories and memories of the people of York.

Learn how a simple cocoa bean is transformed into the finest chocolate. Immerse yourself in displays and exhibits of some of the most iconic confectionery brands in the world. Design your own chocolate bar wrapper and discover your perfect chocolate bar with a fun chocolate personality quiz.

Get hands on and master the secrets of the chocolatier as you create and decorate your very own chocolate treat to take home!

Following this, there's the chance to see how the experts do it and watch chocolatiers at work in a tantalising chocolate-making demonstration in the production kitchen - and you can even eat the results!

After the tour, put your new found knowledge into practice and choose from a selection of the finest chocolates in the country. Buy peach and raspberry or orange and geranium flavoured chocolates, or browse the many other chocolate delights produced by some of the UK's finest manufacturers in the shop. Finally, no trip to York's Chocolate Story would be complete without a taste of the award winning hot chocolate or chocolate fondue.

York's Chocolate Story is currently ranked #8 of 180 "Thing's to Do" in York on Trip Advisor and was a 2015 & 2016 finalist in the Visit York awards for Best Large Visitor Attraction in the region.

York's Chocolate Story is a Visit England Quality Assured Visitor Attraction

YORK'S CHOCOLATE STORY

YORK'S CHOCOLATE FOUNDING FAMILIES

York's chocolate and confectionery companies were founded by three families; Rowntree's, Craven's and Terry's. Each family has a unique and fascinating story to tell...

The Tuke's and the Rowntree's

Rowntree's can trace its lineage all the way back to a remarkable woman named Mary Tuke, daughter of a prominent 18th century Quaker. In 1725 she took the then highly unusual step of setting up a grocery business but met with resistance from the York Merchant Adventurers Company. Under their rules Mary needed a licence to trade; however, she was neither a widow nor a daughter of a member of the Company – the prerequisite conditions of receiving a licence - and was therefore unable to obtain one.

Mary ignored their ruling and went about her business regardless of repeated threats to fine her and close her business down. In 1746 Mary's 14 year old nephew William joined her as an apprentice. Under his control the shop began to specialise, importing tea from India and manufacturing cocoa and chocolate.

The Tuke family business in York was passed down from father to son through three generations spanning over one hundred years, but eventually the line ceased in 1857.

However, Samuel Tuke was a good friend of grocer and draper Joseph Rowntree Snr, who had three sons the youngest Henry Isaac was sent to work for Samuel Tuke.

Within three years of joining the Tukes, Henry Isaac Rowntree was in a position to take over the cocoa and chocolate side of the business and created a factory out of a collection of disused buildings by the river. After the business began to struggle Henry's brother Joseph Jnr stepped in and went into partnership with his brother in 1869 in an attempt to turn the company's fortunes around.

Before long Rowntree's was manufacturing Pastilles and Fruit Gums, and launched its famous Elect Cocoa in 1887. As the company's fortunes improved it was able to commission the building of a new factory at Haxby Road, one which would grow to become a 'town within a town'.

Both men took an active interest in the welfare of their workers and in the community at large, a trait that had its roots in their Quaker beliefs. Rowntree's was among the first to offer paid holidays, a company pension scheme and a works doctor and dentist.

Their legacy lives on through the charitable trusts they established, one being a forerunner of the Joseph Rowntree Foundation, and the village of New Earswick, which was built for Rowntree's workers and the people of York.

Craven's

The story of Craven's begins in 1822, when Joseph Hick opened a confectionery business at 48 Coney Street, York. In 1851 Thomas Craven, an apprentice with the business married Mary Ann Hick, Joseph's youngest daughter. This proved to be a shrewd move as Mary inherited her father's confectionery business when he died in 1860. Alas, their good fortune was to be short lived as Thomas died just two years later.

Mary Ann Craven now faced a bleak future. Widowed, and with several children to support, she had little choice but to roll up her sleeves and get heavily involved in the running of the Craven's confectionery business.

It is testament to her determination and courage that just four years later she was listed in Melville's Directory of Business for York as a *'manufacturing confectioner with premises in Coney Street, Pavement and Coppergate'*, a remarkable achievement in an age when women were rarely involved in business, let alone an enterprise of the scale and success enjoyed by Craven's in this period.

Craven's became the world's largest boiled sweet manufacturer and is now owned by a global confectionery company, Tangerine which is still based in York today.

Did you know...?

When Craven's Coppergate site was demolished in 1966 workers discovered the remains of a Viking settlement beneath the original foundations. The site is now the location of the Jorvik Viking Centre.

Terry's

Joseph Terry was born in York in 1793 and went on to become apprenticed to an apothecary. While this might seem an unusual start to a career in the confectionery business, in fact it was in many respects an ideal preparation for what was to come. The fine art of preparing pastilles, pills and potions gave Joseph the skills required to become a true artist of confectionery.

In 1823 he married Harriet Atkinson and joined her uncle's business – Bayldon and Berry – making cough lozenges, lemon and orange candied peel and other sweets. Two years later, he joined forces with George Berry, the son of one of his employers, to establish Terry and Berry in St Helen's Square, York.

By 1840, and through clever use of the new railways, Terry and Berry were able to sell their products in 75 towns across the north of England.

Following Joseph Terry's death in 1850, his three sons, including Joseph Jnr, established the world famous company of Joseph Terry & Sons, becoming a firm fixture of life in York. A measure of the esteem in which the firm was held can be judged by a report in the Yorkshire Herald on the death of Joseph Jnr in 1898:

"There was no person in the city more beloved and respected, and no-one who was more possessed of the qualities that constitute a genial and amiable Englishman."

After Joseph Jnr's death the firm passed to his son, Francis, and grandson Noel, who went on to introduce Terry's classics such as the Chocolate Orange and Terry's All Gold.

Did you know...?

When Terry's celebrated its bicentenary in 1967 awards were made to staff on the basis of length of service. Such was the loyalty inspired by the firm that the staff present had between them racked up 3,078 years of service.

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WHAT'S ON

February Half Term: Love Chocolate Instagram Competition!

18th – 26st February

How much do *you* love chocolate?

If you can think of a creative way to show it, you could be in with the chance to win a year's supply of treats compliments of York's Chocolate Story!

The visitor attraction is launching an Instagram page dedicated to the love of York's sweetest export and is on the hunt for the best photos, videos or memes from chocolate enthusiasts.

As well as online entries, there will also be a giant Instagram board in King's Square outside the attraction for the duration of half-term (18th – 26th Feb) where visitors to the city can have fun and get involved too.

Valentine's Day

14th February

Celebrate the most romantic day of the year at York's Chocolate Story. The beautiful homemade chocolates make the perfect gifts for a loved one or fun and wacky gifts to help embrace the single life!

If you're thinking of proposing why not make it unique and order an edible ring box?

250 Years of Terry's

A New Exhibition from York's Chocolate Story

17th March

York's Chocolate Story is pleased to announce a new exhibition for 2017 which will celebrate the 250th anniversary one of York's most important companies: Terry's!

Terry's of York was established in the city in 1767 by partners Bayldon and Berry who opened a shop selling lozenges, comfits and other simple confectionary before being joined in the 19th century by unlikely apothecary, Joseph Terry. Luckily, experience in sugaring pastilles and pills meant that Mr Terry adapted easily to a career in confectionary and his scientific background made him a pioneer of new products and a precise attitude to quality.

It was this quality and innovation which made the company famous. By the 20th century Terry's had introduced the world to the boxed chocolate assortment as well as one of the world's most iconic confectionary: The Terry's Chocolate Orange!

250 Years of Terry's will open on 17th March at York's Chocolate Story and will showcase a selection of the most interesting of the Terry's products from opium based throat sweets to some of the most beautiful and decadent chocolate boxes in history.

The exhibition will also explore the social impact on the city. Terry's has inspired Lord Mayors, horse races and iconic architecture as well as the lives of the tens of thousands of residents who have worked for the company.

Mother's Day

26th March

Bring your mum to take a fully guided tour at York's Chocolate Story. Her entry will be free of charge. Why not treat her to a box of our beautiful handmade chocolates from the shop or an award winning hot chocolate from the café?

Happy 5th Birthday!

31st March

York's Chocolate Story is 5 today! To celebrate the attraction will be dressed for the occasion with treats galore for our visitors. Entry is just £5 for everyone all day!

A Very Chocolate Easter

8th – 24th April

Take a fully guided tour into the Easter of York Past and uncover fun facts about the chocolatiest holiday of all including the secret of why certain children in York once got to enjoy solid Easter eggs. Watch as the chocolatiers create amazing edible creations. Definitely not your average Easter egg!

Father's Day

18th June

Bring your dad to take a fully guided tour at York's Chocolate Story. His entry will be free of charge. Why not treat him to a box of our beautiful handmade chocolates from the shop or an award winning hot chocolate from the café?

Factory Worker's Reunion Event

June TBC

York's Chocolate Story is proud to host an evening reception for former factory workers from the Terry's/Rowntree's factories to come and take a complimentary tour, enjoy some choc-tails and share their stories. Hopefully there will be some happy reunions!

A Sweet Summer

27th July – 4th September

York's Chocolate Story is the place to be over the summer holidays. Cool off with a deliciously decadent chocolate milkshake, explore trails and get hands on making your own chocolate creations!

Chocolate Week

9th – 15th October

It's national chocolate week! What better way to spend it than in the chocolate city of York.

Take a fully guided tour at York's Chocolate Story and learn why York is a city built on chocolate. We might even see the return of the chocolate bandit!

York's SHOCK-olate Story at Halloween

21nd – 29th October

Join us for spook-tacular shock-olate tasting sessions. Courageous visitors can test their nerve by taking part in the tastiest trick or treat challenge ever. Guests will test their luck by spinning the 'wheel of fortune' to receive either a deliciously tasty treat or a revolting rotten trick chocolate.

If you would like to receive a complimentary SHOCK-olate tasting roulette pack please contact Jenni Shepherd on jshepherd@yorks-chocolate-story.com

A Chocolate Covered Christmas

Visitors to York's Chocolate Story will be in for more than just chocolate treats this Christmas.

Visitors will be swept back in time on our fully guided Christmas-themed tours to the York of Christmas past where the founding families of the UK chocolate industry walked the cobbles.

There will also be the opportunity for very little visitors to meet *Santa in the Shambles* as his sweet shop grotto will be in residence for the second year

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FUN CHOCOLATE FACTS

Did you know? – York's Chocolate Story

- Since opening, York's Chocolate Story has given away over 100 tonnes of chocolate. The equivalent to 11 Tyrannosaurus-Rex, 1 and a half blue whales or 1 Boeing 757
- York's Chocolate Story created the World's Hottest Chocolate in 2012. Registering at a not-so-cool five million on the Scoville scale, it was 100 times hotter than a vindaloo.
- York's Chocolate Story has established itself as one of the top ten "Things to Do" in York in under 4 years of operating.
- In 2016 York's Chocolate Story staged the world's first ever "Chocolate Bomb" to celebrate National Chocolate Week. Over 1200 Kit Kats were installed in Rowntree Park overnight.

Did you know? – York chocolate facts

- York produces 80,000 tonnes of confectionery a year.
- Rowntree's 'Meet Mr York' was the first animated advert to feature both sound and moving pictures in 1929. The original Mr York model now resides at York's Chocolate Story
- A young George Cadbury was apprenticed to the Rowntree factory before heading south to make his fortune.... We didn't hear much about him after that.
- Six million Kit Kats are made in York every day and about 564 Kit Kat fingers are consumed every single second.
- The Terry's Chocolate Orange was pipped by the Chocolate Apple, as well as there being a Chocolate Lemon in the 1980s.
- York's chocolate and confectionery companies were founded by three families: Rowntree, Craven and Terry. Joseph Rowntree pioneered many social reforms which still benefit the city of York today.
- At its peak, more than 14,000 people were employed in the chocolate industry in York.

Did you know? – World chocolate facts

- Kit Kat is especially popular in Japan where the name sounds like 'kitto katsu' – a Japanese phrase that means "surely you will succeed".
- In the 15th century, Central Americans believed chocolate to be so valuable they used it as money.
- US research suggests the higher a country's chocolate consumption, the more Nobel laureates it spawns.

Find out more at www.yorkschocolatestory.com

YORK'S CHOCOLATE STORY



A link to all of the above images can be found [HERE](#)

York's Chocolate Story has a huge archive of further images. If none of the pictures above are suitable, please contact Jenni Shepherd on jshepherd@yorks-chocolate-story.com with specific image requests.

YORK'S CHOCOLATE STORY

CONTACTS

For all PR enquiries, image requests or to arrange a press trip to please contact:

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What we can offer:

- Travel features, ideas and itineraries – perfect for “best days out” or “things to do” articles.
- Press trips to York – offering a truly indulgent and unique experience in the Chocolate City.
- Expert advice on chocolate making, recipes and guides on how to work with chocolate direct from our chocolate kitchen.
- Articles on York’s chocolate heritage and the history of chocolate.
- Custom made chocolate show pieces – for events/ PR stunts etc.
- Ideas for quirky chocolate gifts and products – perfect for Valentine’s Day, Mother’s Day, Christmas or any occasion.
- A unique venue – perfect for group experiences, for example hen parties and birthdays.
- Product reviews and samples from our deliciously decadent chocolate themed café.

CONTINUE YOUR STORY...

A range of UK-based attractions provide a wealth of opportunities for individual guests, families, friends, school groups, social outings, coach parties, cooperate events and so much more. For those looking for a truly unique place to visit, Continuum Attractions promise memorable experiences for all, with fascinating stories told in unforgettable ways.

The Real Mary King's Close

www.realmarykingsclose.com

Beneath Edinburgh's Royal Mile lies the city's deepest secret, a warren of hidden streets that reveal the city's extraordinary past from the 17th century and beyond.

For hundreds of years the true story of the Close has remained untold – until now!

In the company of an expert guide you can explore this unique site and experience what it was really like for the people who lived, worked and died here.

The real Mary King's Close has been awarded the Five Star Historic Attraction Award by Visit Scotland.



Oxford Castle Unlocked

www.oxfordcastleunlocked.co.uk

Tales of murder, romance, betrayal, escape and execution. We bring Oxford's hidden history to life – climb the tower, descend deep into the crypt, experience the prison regime.

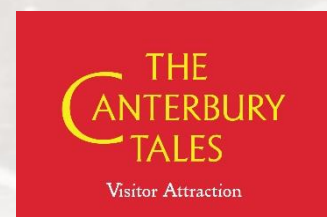
Costumed characters will guide you around the colourful past of Oxford Castle from Roman foundations through to the Victorian prison buildings vacated by the last prisoners as recently as the 1990's. Whether you are looking for a private hire venue, bespoke educational facility or just a relaxing coffee in Café 1071, Oxford Castle Unlocked can offer it all.



The Canterbury Tales

www.canterburytales.org.uk

Step back in time at The Canterbury Tales to experience sights, sounds and even smells of Medieval England. With interaction from our costumed characters and an entertaining audio guide, five of Chaucer's most famous tales are brought vividly to life as you journey to the shrine of Thomas Beckett. The Canterbury Tales has become a much loved regional attraction and an essential part of any visit to the garden of England's historic cathedral city.



Emirates Spinnaker Tower

www.spinnakertower.co.uk

Soaring 170 metres above Portsmouth Harbour and the Solent, the Emirates Spinnaker Tower has already established itself as a national icon for Britain. Britain's best viewing tower stand proud over one of the most fascinating seascapes in the world, offering amazing 350° panoramic views of Portsmouth harbour, the South coast and the Isle of Wight, stretching out for up to 23 miles. Three viewing decks offer a glass floor where visitors can dare to 'walk on air,' a Café in the Clouds and the Sky Deck open to the elements, where visitors can feel the wind in their hair.

