

Early and late he worked—blending and tasting

**He doubly triumphed . . .
Now they had to believe him . . .**

Fifty years ago his neighbors in Vevey, Switzerland, said it couldn't be done—this mixing of milk and chocolate. But one day they received a surprise. Peter invited a number to his house. He handed each a rich-looking, dark brown bar. They tasted them—then quickly ate them. Marvelous! They exclaimed over and over. But Peter wasn't through—he gave them other bars—filled with crunchy nuts. Then they were dumfounded! Never was anything so delicious! A double triumph for Peter!

delights—a flavor that is Peter's own. And the Peter's almond bar—crunchy with crisp almonds—yet with all the original Peter's flavor intact.

Fresh, pure milk is supplied daily from 4,000 highest grade milch cows for blending in Peter's.

If you haven't tried Peter's Milk Chocolate, you should, for it's different—distinctive—good. You'll like the fine rare flavor of it. Ask for Peter's today.

LAMONT, CORLISS & CO. Sole Importers, NEW YORK.

PETER'S
"High as the Alps in Quality."
THE ORIGINAL MILK CHOCOLATE

Satisfies Hunger, but does not create Thirst.

Wholesome as Bread and Butter, yet irresistibly Delicious.

The Safest and Sanest Confection for Children.

You never grow tired of

GALAPETER
The World's Favorite Chocolate.

LAMONT, CORLISS & CO. Sole Importers, NEW YORK.

"A RECORD FLIGHT FROM THE ALPS TO AMERICA"

OUR PROCESS FOR MAKING TRUE MILK CHOCOLATE IS REMARKABLY COMPLEX. NO WONDER IT TASTES THAT WAY.



In 1875, in the picturesque lakeside town of Vevey, Switzerland, chocolatier Daniel Peter gave the world its first taste of milk chocolate by developing a process to combine milk with chocolate.

Even today, chocolate purists believe the best way to produce the subtle caramelized flavor that distinguishes Peter's® milk chocolate is to begin, as Peter did, with pure milk chocolate crumb.

Walking in the footsteps of its founder, Cargill continues to produce the world's finest premium milk chocolate under the Peter's Chocolate brand for discerning confectionery customers across North America. Ultra, Broc, Chatham, and all other favorites in the line, carry on the tradition of the sensory-filled recipe invented by the brand's namesake.

The Milk Chocolate Crumb Process: Patience, Purity, Perfection.

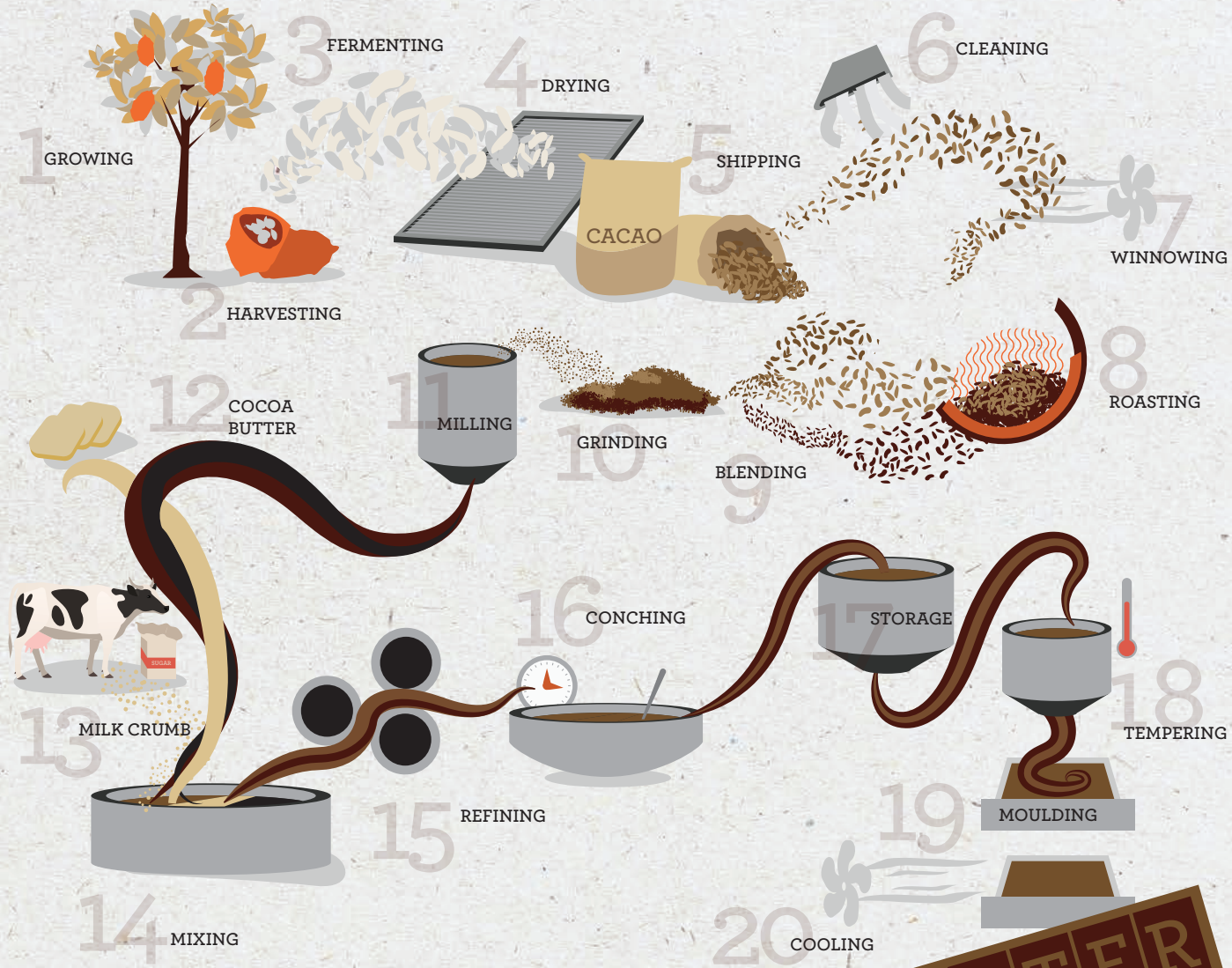
Peter's milk chocolate crumb formulation begins with pure dairy milk to which sugar is added. This mixture is evaporated to produce sweetened condensed milk, which is then gently heated, blended with chocolate liquor and crystallized to a powder. This meticulous process creates Peter's proprietary milk chocolate crumb, an intermediate ingredient designed expressly for producing the world's finest milk chocolate. Due to controlled timing and precise temperature conditions, milk chocolate crumb imparts a creamy, caramelized flavor to all of the milk chocolates in the Peter's portfolio.

By maintaining and honoring the original standards established by its namesake, we proudly continue to produce the world's only milk chocolate worthy to be called Peter's chocolate.

PETER'S CHOCOLATE

How Is The Original Milk Chocolate Made?

- 1. Growing** - Cacao beans are grown within 20° of the equator.
- 2. Harvesting** - Cacao is harvested by hand during two main crop seasons.
- 3. Fermenting** - Cacao beans are fermented in heaps of wooden troughs for up to 7 days.
- 4. Drying** - Sun or mechanical drying is used to reduce the moisture content to approximately 6%.
- 5. Shipping** - Cacao beans are shipped from the origination site to the factory.
- 6. Cleaning** - The beans are cleaned to remove any foreign matter such as stones or twigs.
- 7. Winnowing** - The outer shell from the cocoa beans is removed and the nibs are separated to continue in the process.
- 8. Roasting** - Roasting of the nibs fully develops the chocolate flavor.
- 9. Blending** - If called for in the recipe, a special blend of nibs is combined to create a distinct end flavor.
- 10. Grinding** - The cocoa nibs are ground into a cocoa mass or paste.
- 11. Milling** - The paste is run through ball mills to further reduce the particle size, resulting in a liquid known as Chocolate Liquor.
- 12. Cocoa Butter** - Cocoa Butter is the fat of the bean that gives chocolate its smooth mouthfeel.
- 13. Milk Crumb** - Cooked milk and sugar gives the chocolate a caramelized flavor.
- 14. Mixing** - All the chocolate ingredients are combined.
- Refining** - The process of breaking down the ingredient mix into very small particles, contributing to the mouthfeel of the chocolate and making it smooth.
- 16. Conching** - Conching develops the flavor profile of chocolate.
- 17. Storage** - Chocolate can be stored until it is ready to be moulded.
- 18. Tempering** - Tempering is the controlled heating and cooling of liquid chocolate to ensure ideal gloss and snap.
- 19. Moulding** - Chocolate is moulded into blocks, wafers, chips or chunks.
- 20. Cooling** - The chocolate is cooled to harden before it is packaged.



THE MARK OF



DISTINCTION®

