



WHAT IS GOOD CHOCOLATE?

You may have gathered from my reaction to Cadbury World that I am not a big fan of mass-produced chocolate. Let me explain why not.

Pick up a bar of Dairy Milk or Galaxy (they won't be hard to find) and DON'T OPEN THE WRAPPER. This may be hard for you, but there is a purpose.

Look at the wrapper. Think about what it says – and what it doesn't say. One says 'Dairy Milk' in large letters, and the other says 'Galaxy' and then, in smaller letters, 'Smooth Milk'. Neither of them says 'Chocolate'.

Yet if you ask anyone what these objects are, they will say 'chocolate bars' or 'bars of chocolate' and look at you as if you are a bit loopy.

They are not really bars of chocolate, though. Turn over the Galaxy and look at the list of ingredients, which are identified, by law, in order of quantity contained.

The first ingredient in the Galaxy bar – the thing that it contains most of – is sugar. Turn over the Dairy Milk. The first ingredient is milk. Fair enough. Well done, Cadbury. The second ingredient is sugar.

So neither of these is really a chocolate bar, because cocoa-related components (cocoa butter and cocoa mass) are secondary ingredients. What you are buying when you buy one of these bars – and many other mass-produced bars like them – is a bar of sugar and fat. Yet we don't say to ourselves, "Oh, I could murder a sugar and fat bar."

Both of these products are made by vast multinational corporations: Mondelez (formerly Kraft) in the case of Dairy Milk, and Mars in the case of Galaxy. They are manufactured by gigantic machines in colossal factories from ingredients bought in bulk.