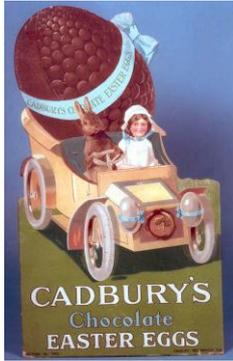




# Easter Brand Fact Sheet

## History of Easter

### Origins of Easter



The association of eggs with the Christian festival of Easter, the celebration of the death and resurrection of Christ, dates back to the early days of the Church. However Christian customs connected with Easter Eggs are to a great extent survivals or adaptations of more ancient pagan practices because Easter was closely linked with the pagan rites of spring.

The term 'Easter' originates from the name of the Anglo Saxon Goddess of Dawn 'Eostre'. As dawn signifies the rebirth of the day, so Easter was associated with the rebirth of spring. Pagan in origins Easter may be, but the importance of spring is celebrated in festivals all over the world.

### Eggs and Easter

For the earliest man the egg was a symbol of 'fertility', 'rebirth'. 'the beginning', and it ties in quite naturally with the festival of spring.

The egg has its place in Egyptian mythology where the Phoenix burns in its nest and is later reborn from the egg that it left. Hindu scripture relates that the world developed from an egg.

The worship of 'Eostre', the Goddess of dawn was deeply rooted in Germany and was brought to England by the Saxons. With the rise in Christianity in Western Europe, the church adapted many pagan customs to its own purposes and eggs as a symbol of new life, came to represent the Resurrection. Some Christians regarded an egg as the symbol of the stone being rolled away from the sculpture.



### Early Easter Traditions

Consecrated eggs were used by Christians in church ceremonies until the 4<sup>th</sup> century, when eggs became forbidden during Lent. However as spring was the peak laying time for hens there was a glut of eggs. This led to the practice of hard boiling and decorating them in bright colours as gift for children on Easter Sunday – the end of the Lenten fasting. Prior to the Reformation, eggs were blessed by the Church at Easter time.

### Eggs as an Easter Gift

The earliest Easter Eggs were hen's or duck's eggs decorated and painted in bright colours at home with vegetable dye and charcoal. The 17<sup>th</sup> and 18<sup>th</sup> Centuries saw the manufacture of egg shaped toys which were given to children at this festival time. The

Victorians had cardboard 'plush' and satin covered eggs filled with Easter gifts and chocolates.

### The First Chocolate Eggs

The first chocolate Easter Eggs were made in Europe in the early 19<sup>th</sup> Century with France and Germany having lead in this new artistic confectionery. Eating chocolate, of a sort had been invented a few years previously but it could not be successfully moulded. Some early eggs were solid and the production of the first hollow eggs must have been rather painstaking as the moulds were lined with paste chocolate one at a time!



## Cadbury Easter Eggs

John Cadbury

John Cadbury made his first 'French Eating Chocolate' in 1842, but it was not until 1875 that the first Cadbury Easter Eggs were made. Progress in the chocolate Easter Egg market was very slow until a method was found of making the liquid chocolate flow into moulds.



J.S. Fry of Bristol, the company which merged with Cadbury Limited in 1919, produced the first chocolate eggs in 1873, while rivals Rowntree waited until 1904 and it was not until 1987 that Mars entered the market.

The modern chocolate Easter Egg with its smoothness, shape and flavour owes its progression to the greatest development in the history of chocolate – Van Houten's invention in Holland of a press for separating cocoa butter from the cocoa bean in 1828 and the introduction of a pure cocoa by Cadbury Brothers in 1866. The Cadbury process made large quantities of cocoa butter available and this was the secret of making moulded chocolate or indeed any fine eating chocolate.



The earliest Cadbury chocolate eggs were made of 'dark' chocolate with a plain smooth surface and they were filled with dragees, sugar coated chocolate drops. The earliest 'decorated' eggs were plain shells enhanced by chocolate piping and marzipan flowers. Decorative and variety eggs soon followed and by 1893, the Cadbury Brothers had 19 different Easter lines. Richard Cadbury's artistic skills played an important part in the expansion of the Easter range, many based on French, Dutch and German originals adapted to Victorian tastes.

### The Growth of the Easter Egg Market

The launch in 1905 of the famous Cadbury Dairy Milk made a tremendous contribution to the Easter Egg market. The popularity of this new kind of chocolate vastly increased sales of Easter Eggs and did much to establish them as seasonal best sellers.

The all-chocolate egg did not entirely replace the novelty eggs of the Victorian era. Cadbury introduced a cardboard egg, known as a 'Fancy' egg in 1906; this was filled with assorted chocolates. These novelties were produced until the early thirties by

Cadbury and were retained on the Fry's list much longer. Cardboard and later plastic eggs were in fact made for the export market until the 1950's.

Although Cadbury and J.S. Fry merged in 1919, their ranges retained separate identities until in 1973 the company merged the two ranges. In 1925 Cadbury had 14 lines and at the same time Fry's had 50 lines. The Cadbury range concentrated mainly on decorated eggs, supported foiled eggs and decorated cardboard eggs. Fry also manufactured decorated eggs but did not have the range of chocolate assortments that Cadbury was able to add to its eggs. Fry's 'added value' presentations led to a most unusual range of Easter Eggs; in 1931 chocolate eggs were being attached to many different gift items including watches, necklaces to even cutlery!

### Decorated Eggs



Decorations in colours and relief had started to appear on mass produced eggs during the 1920's but in the 1930's the splendour of the Cadbury range of eggs, filled with assortments was something to marvel! These magnificent eggs, elegantly packed in decorated cardboard boxes, appealed to the adult sector of the market. Novelties and small eggs were available for children but it would appear that adult tastes dominated the Easter Egg market in the 1930's.

### Creme Filled Eggs

Creme filled eggs, the forerunners of the famous Cadbury Creme Egg, first appeared in 1923. Over the years, various crème eggs with white and chocolate filling, plus Turkish Delight have appeared on the Cadbury and Fry's listings. From the 1960's onwards the growth in this market has been phenomenal particularly since 1975 when television advertising helped to make Creme Egg eating quite a cult. The Cadbury Creme Egg first appeared in 1971 and now dominates the market with approximately 500 million being made each year with over a third for export. Cadbury Caramel eggs then joined the range in 1994.



### A Major Packaging Development

Perhaps one of the most significant events in the Easter Egg market occurred in the early 1950's when a carton designer, William T Horry, revolutionised the business. Prior to this, chocolate eggs were fragile and expensive to make and pack.



While working on a carton design for a light bulb, William Horry realized the potential of a similar carton to hold fragile Easter Eggs and this changed the whole face of the market. The Roses Easter Egg carton was the first Cadbury Easter Egg to use this packaging. The individual packaging was designed to protect the egg while offering the opportunity to display the eggs itself, they were also less expensive and easy to assemble during the production process and finally the carton provided space for bright new designs and branding.

### Production Techniques

Cadbury have always been at the forefront of machine design and commissioning. The earliest Easter Eggs, made of dark chocolate, were 'whole shells' rather than half shells



produced today. Early production techniques were labour intensive but in 1955 one of the first fully automatic chocolate egg machines was installed at Bournville. This meant that for the first time mould heating, depositing of the liquid chocolate, rotation of the moulds to achieve uniform thickness, cooling and de-moulding of the two halves of the egg took place in a series of mechanical operations.

Over the years this process has been refined, production speeds have been greatly increased and machinery has become computer controlled. The latest Creme Egg plant at Bournville is a sophisticated computer controlled operation capable of producing up to 1.5million a day.

### **The 1960's and 1970's**

The 1960's saw great changes in people's perception of Easter - it came to represent just another bank holiday. However Easter eggs were now the crucial gift and all the major manufacturers worked hard to provide a variety of products.

The Easter Egg market was buoyant during the 1960's and 70's with shell eggs containing chocolate assortments, taking the major portion of the market. Branded eggs for children such as Buttons, first appeared in the 1960's and increased in the 1970's. Attractively packing in child appeal cartons with a reasonable price tag, these eggs soon became a favourite and accounted for 80% of the shell egg ranges. But it was not until the 1980's and 90's that, through product innovation, new ideas in presentation and the extension of ranges to suit all ages, the Easter market really took off.



### **Today's market**



The Easter Egg market is one of the most exciting confectionery markets and is the number one gifting occasion with new ranges and presentations attracting more consumers each year. Shell eggs represent the oldest and still largest sector. Every year over 80 million boxed chocolate shell eggs are sold not to mention all the Creme Eggs and Mini Eggs. In a typical year £150 million is spent on shell eggs and novelties, £70 million on creme filled eggs which is a growing sector and £30 million is spent on mini eggs with Cadbury's Mini Eggs being the biggest mini egg brand. For Easter 2005 eight of the top ten selling eggs were Cadbury and the number one selling egg was the Cadbury Creme Egg medium shell egg.

## Fun Facts



- The UK chocolate Easter Egg market is worth in excess of £220 million with sales growing every year as the choice of chocolate eggs in the shops expands with tempting new Easter delights being added to the range.
- Cadbury Creme Egg is the most popular and over 500 million Creme Eggs are made every year with about two thirds of that number being enjoyed in the UK. That is 3.5 Cadbury Creme Eggs for every person in this country to enjoy.
- If you laid all the Cadbury Creme Eggs made in a year from end to end, it would stretch from Bournville to Sydney, Australia.
- If all the Cadbury Crème Eggs made in a year were stacked on top of each other, the pile would be ten times higher than Mount Everest!
- Cadbury dominates the market with a more than 50% share and one in every three shell eggs sold is made in the Cadbury's chocolate factory in Bournville, Birmingham.
- Easter is the second most popular time of the year for eating chocolate – Cadbury has a long tradition in the Easter Market stretching back to Victorian times, produces over half of all Easter Eggs enjoyed between New Year and Easter.

