



# The Emperors of Chocolate: Inside the Secret World of Hershey and Mars

By Joël Glenn Brenner

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Forrest Mars and Milton Hershey built business empires out of chocolate. In this long-awaited history of the candy business, over eight years in the making, former Washington Post reporter Joël Glenn Brenner tells a unique story that is like chocolate itself, a rich blend of many compelling ingredients--in this case, biography and cultural history, investigative reporting and literary journalism. Along the way, Brenner takes us inside a world as mysterious as Willy Wonka's Chocolate Factory, where industrial spies jockey for inside information as paranoid executives fight an all-out war for America's sweet tooth.

Forrest Mars, often called "the Howard Hughes of candy," was one of the most successful (and private) entrepreneurs in America, a brilliant autocrat who built a unique \$20-billion-a-year empire. Milton Hershey was a dreamer who wanted to create not just a company but an industrial paradise, and after making an immense fortune, he promptly gave it all away. To this day, the Hershey company is controlled by a charitable trust and its profits fund the wealthiest orphanage in the world.

What began as a fraternity of small family-owned businesses has grown into a cutthroat industry increasingly dominated by corporate leviathans fighting for shelf space and swallowing their smaller competitors. Joël Glenn Brenner's investigation of this cloistered world is authoritative, eye-opening, and written with deep understanding of and feeling for her subject.

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### Editorial Review

#### Amazon.com Review

The chocolate wars between industry giants Hershey and Mars are anything but sweet. In *The Emperors of Chocolate*, Joel Glenn Brenner reveals the bitter legal and marketing fights, palace intrigue, and personality clashes that dominate Hershey and Mars--and the candy industry as a whole. A talented writer and dogged researcher, Brenner concludes that after decades of competition between the two companies, the drama still is unfolding. Will Mars--privately held and publicity shy--be the ultimate winner with its global game plan? Or will it be Hershey--publicly traded and philanthropy-minded--with its aggressive strategy of growth by acquisition?

Brenner, a former *Washington Post* financial reporter, tells the stories of how Forrest Mars Sr. and Milton S. Hershey turned their two companies from small mom-and-pop operations into international forces over the last century. While they may have started small, their products--Mars's Snickers and M&M's and Hershey's milk-chocolate bars and Kisses--are ubiquitous. Hershey was a benevolent philanthropist who spent hundreds of millions to create a town and orphanage to fulfill his altruistic dreams. Mars was a short-tempered perfectionist who yelled at anyone who failed to meet his standards. "What made Forrest's blood rush was the thrill of mastering new opportunities and taming uncharted worlds," the author writes. "Like Milton Hershey, he was driven by his visions; but where Milton Hershey saw utopia, Forrest Mars saw conquest." Nine years in the making, *The Emperors of Chocolate* is a satisfying read about the two titans of the chocolate world and how they capitalized on our love of sweets. --*Dan Ring*

#### From Publishers Weekly

Forrest Mars and Milton Hershey effortlessly hold center stage in this superb study of their competing candy companies. Although both men got rich on chocolate, Mars and Hershey are such markedly different characters that Brenner's book is a riot of dramatic contrasts. Mars is irascible, empire obsessed and insanely tightfisted (his three children never tasted a single M&M during their childhoods because he told them he couldn't spare any). Hershey was generous to a fault, a utopian dreamer who planned and built Hershey, Pa., as a home for his company and its workers. He founded an orphanage for disadvantaged children and, in 1918, almost 30 years before his death, donated his entire estate to the Hershey Trust for the benefit of the orphanage. To her credit, former *Washington Post* hand Brenner goes beyond these two titans and portrays the entire candy industry. Her prodigious research reveals how the personal style of each candy patriarch continues to influence the current structure and strategy of the company he led. By fully exploiting the many differences between the two companies (Mars is privately held and family-run; Hershey is a publicly held company administered by a management team responsible to the Hershey Trust), Brenner has produced a stellar work of corporate history. Photos. Agent, Flip Wrophy at Sterling Lord; author tour. Copyright 1998 Reed Business Information, Inc.

#### From School Library Journal

YA-As the first and only journalist ever to gain access to the Mars company, Brenner probes its secretive practices and explores its bitter rivalry with the Hershey company, one of the most notorious in American business. She tells the stories of how Forrest Mars, Sr. and Milton S. Hershey both turned their small mom-and-pop enterprises into multibillion-dollar international operations. Similar to J. C. Louis's *Cola Wars* (Everest House, 1980; o.p.), the book explores the hostile legal and marketing fights between the two chocolate industry giants, including how Reese's Pieces became E.T.'s favorite candy instead of M&M's. Along with business and financial theory, this book has everything from espionage and personality clashes to

dreams and failures. Reading about the paranoid Mars company and the fact that Hershey had to stop conducting factory tours in order to protect manufacturing techniques is sure to remind YAs of the candy man of their childhood, Willy Wonka.

*Ginger J. Schwartz, Potomac Community Library, Woodbridge, VA*

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## **Users Review**

### **From reader reviews:**

#### **Brian Lowe:**

Have you spare time for any day? What do you do when you have a lot more or little spare time? Yes, you can choose the suitable activity regarding spend your time. Any person spent their spare time to take a wander, shopping, or went to the particular Mall. How about open or even read a book allowed The Emperors of Chocolate: Inside the Secret World of Hershey and Mars? Maybe it is to be best activity for you. You already know beside you can spend your time along with your favorite's book, you can wiser than before. Do you agree with their opinion or you have other opinion?

#### **James Boyett:**

Reading a reserve tends to be new life style in this era globalization. With examining you can get a lot of information that will give you benefit in your life. Along with book everyone in this world can certainly share their idea. Guides can also inspire a lot of people. A lot of author can inspire their particular reader with their story as well as their experience. Not only the storyplot that share in the publications. But also they write about the ability about something that you need case in point. How to get the good score toefl, or how to teach your young ones, there are many kinds of book that exist now. The authors these days always try to improve their talent in writing, they also doing some research before they write to the book. One of them is this The Emperors of Chocolate: Inside the Secret World of Hershey and Mars.

#### **Eugene Brown:**

The Emperors of Chocolate: Inside the Secret World of Hershey and Mars can be one of your beginner books that are good idea. We all recommend that straight away because this guide has good vocabulary that could increase your knowledge in terminology, easy to understand, bit entertaining but still delivering the information. The copy writer giving his/her effort to place every word into delight arrangement in writing The Emperors of Chocolate: Inside the Secret World of Hershey and Mars but doesn't forget the main place, giving the reader the hottest as well as based confirm resource details that maybe you can be certainly one of it. This great information can drawn you into fresh stage of crucial pondering.

#### **Glenn Herrera:**

Reading a book for being new life style in this 12 months; every people loves to examine a book. When you read a book you can get a wide range of benefit. When you read books, you can improve your knowledge, since book has a lot of information in it. The information that you will get depend on what forms of book

that you have read. If you wish to get information about your examine, you can read education books, but if you want to entertain yourself you can read a fiction books, such us novel, comics, in addition to soon. The The Emperors of Chocolate: Inside the Secret World of Hershey and Mars offer you a new experience in reading through a book.

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