

# The History of Chocolate Aeration

***When air bubbles are added to chocolate in a controlled way, they give it light texture with greater bulk, reducing its density.***

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Most uses of chocolate try to prevent air bubbles from spoiling the appearance of moulded and enrobed products. However, when air bubbles are deliberately added to chocolate in a controlled way, the end result is to give it a light texture with greater bulk, reducing its density.

This has been done successfully for many years and there are several major brands in the international market, dating back to the 1930s when Rowntree-Mackintosh developed an aerated chocolate bar, *Aero*.

This paper will describe the development of aerated chocolate products from their early start, to my involvement in them in the 1970s.

Cadbury, Ltd., set up a new-product-development group which led to many products over a 10-year period and to *Wispa* aerated chocolate bar in 1975, which has become a major brand in the UK. *Wispa* is shown in Figure 1, alongside *Aero*, its established competitor, and the recently launched Hershey *Air Delight* aerated chocolate bar.

During this period, aeration of chocolate was investigated in several ways before con-

centrating on the dissolved-gas method, in comparison with the earlier vacuum process uses for *Aero*. Each of these methods for aeration will be outlined below in general principle without going into detailed process conditions.

## METHODS OF CHOCOLATE AERATION

### The Vacuum Process

The vacuum process was developed by Rowntree-Mackintosh for the production of *Aero* and patented by them in 1935. It



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Figure 1