



The Madelaine Chocolate Company Celebrates 75 Years

Using fine-quality chocolate, innovative shapes and unique Italian foils, The Madelaine Chocolate Company has been making holidays and celebrations special since 1949.

Based in Rockaway Beach, New York, family-owned and operated The Madelaine Chocolate Company has been part of the American confectionery landscape for three quarters of a century.

Since 1949, the company has been dedicated to perfecting the taste and quality of its chocolate with the belief that everyone should be able to afford great-tasting chocolate with uncompromised flavor and quality.

A belief in great-tasting, quality chocolate

In 1946, brothers-in-law, Jack Gold and Henry Kaye came to America from Europe after surviving the Holocaust. They founded the company in 1949 in a small loft space in lower New York City and began learning the fine art of chocolate making.



Founders Jack Gold (left) and Henry Kaye



The Madelaine name is derived from the partners wanting the company to have an air of quality and sophistication. Henry in particular, loved the beauty and elegance of Madeleine Carroll, a popular Hollywood actress at the time. Both partners agreed the name Madelaine would be a very fitting moniker for the business.

In 1952, spurred on by their growing knowledge of the industry and a common belief that great-tasting chocolate did not have to be serious or expensive, they decided to create their own shapes using superior-tasting Peter's Chocolate.

It started with an egg

The partners would often travel to Europe for business, and it was in the Netherlands they discovered new mould designs and moulding techniques; in Italy, they discovered beautiful foils, a signature on Madelaine chocolates today. In 1954, they were inspired to create holiday-themed chocolates, so Henry and Jack embarked on a new direction producing mini chocolate eggs in brightly-colored foils.



Signature foiled chocolate eggs

Demand for the fine-tasting foiled chocolates grew, prompting the company to move to a larger factory in Brooklyn. Eventually, they outgrew this second home and opened their current operation in the borough of Queens in 1967, where the company has grown, thanks to hard work and dedication of employees and the loyalty of customers. ➤



Inspecting and packing chocolate rabbits (1977)