



## **Rodney Snyder**

### **Chocolate History Research Director, Mars Chocolate North America**

As the Chocolate History Research Director for Mars Chocolate North America, Rodney Snyder is using chocolate's enticing flavor and aroma to educate people about its fascinating journey throughout human history and culture. To help educate the public about the history of the Americas, Snyder guided the development of American Heritage Chocolate, a historic chocolate based on recipes from Colonial America, which allows people to taste and experience chocolate as it was enjoyed by our founding fathers. Snyder has demonstrated and lectured about the history of American chocolate making at historic venues such as Colonial Williamsburg, Mount Vernon, Monticello, the Smithsonian's American History and National Museum of the American Indian, the National Archives, and the Old North Church in Boston.

Snyder has been researching cocoa for Mars, Incorporated for more than 27 years. In his quest to locate the best tasting cocoa beans, Snyder has visited all of the major cocoa growing regions such as West Africa, South America, the Caribbean, and South Asia. Snyder has researched every aspect of the cocoa growing process, including three months on a research farm in Brazil and five weeks on a cocoa plantation in Malaysia learning how cocoa fermentation and drying techniques affect chocolate flavor. After having roasted every type of cocoa, Snyder can identify the origin of cocoa beans by their flavor and aroma. Snyder has visited over seventy cocoa and chocolate factories all over the world and has seen chocolate produced in every scale and manner imaginable.

Snyder is the author of "From Stone Metates to Steel Mills: The Evolution of Chocolate Manufacture", part of the chocolate history book "Chocolate: Culture, Heritage, and History". His personal cocoa and chocolate book collection contains over 600 titles, with the earliest title dating back to 1693. Snyder is married to Maria V. Snyder, who incorporated cocoa and chocolate topics into her Science Fantasy novel "Poison Study".

#### **PRESS CONTACT**

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