

HISTORY OF FIRMS USING PERFINs

CADBURY'S

When, in 1824, young John Cadbury opened a shop in Bull Street in Birmingham he little realised that his name would become synonymous with chocolate. For Cadbury sold mainly tea and coffee, cocoa and chocolate being incidental. However, to supply the discerning taste of some customers he roasted his own cocoa beans and ground them by hand with pestle and mortar. Once he had mastered blends of cocoa and drinking chocolate that met his own exacting taste, Cadbury began manufacturing from a small rented factory.

As a Quaker company, concern over the employees' health, sport and education went hand in hand with astute product development. Cadbury's were very socially aware and sponsored such activities as "The National Exhibition of Childrens' Art" and the 30th Anniversary walk of the Duke of Edinburgh Award Scheme.

Cocoa and chocolate are actually derived from Aztec words - cacauatl (cocoa tree) and chocolatel (the drink they prepared from the seeds).

It is thought that the idea of 'chocolate' originated with compressed blocks used for making drinking chocolate. Chocolate rapidly became popular and over the years the company's confectioners perfected Cadbury's Dairy Milk, launched in 1905, and it became the market leader in moulded chocolate.

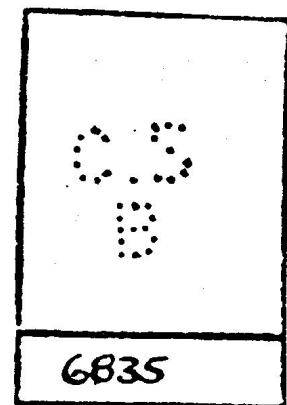
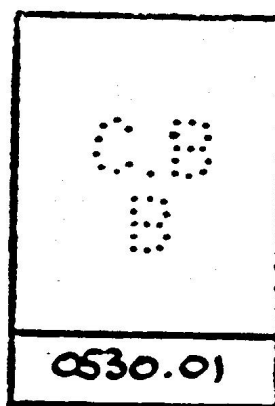
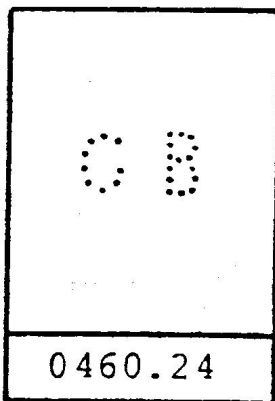
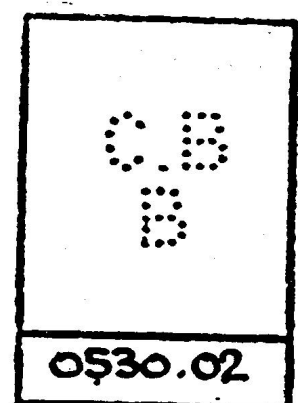
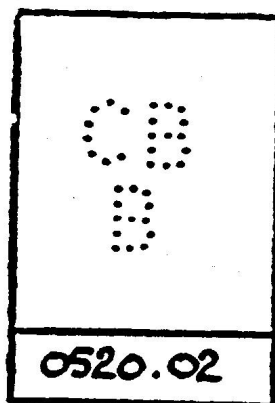
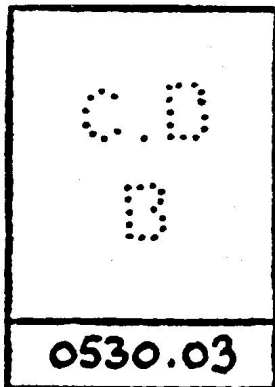
As demand grew, additional production facilities were added as Cadbury Ltd diversified into a number of confectionery sectors including recipe bars, assortments, countlines and Easter eggs.

The following perfins were used by Cadbury Bournville, **Birmingham**.
 Dates of use are as known at the present time. The C.S/B saw the first 'B'
 altered to an 'S' when Cadbury's became "Cadbury Schweppes,
 Birmingham" in 1985.

C0530.02 1905-1965
 C0520.02 1890-1905

C6835.01 1985-1995
 C0460.24 c1925

C0530.03 1880-1890
 C0530.01 1965-1990



*Cadbury Bournville Selection
with its carefully selected
centres is created with all the
qualities of a bygone age*

Cadbury Quality
We want you to enjoy Bournville
Selection. If you are not entirely satisfied
with it, please return the complete package
to our Customer Services Manager, Cadbury
Limited, Bournville, Birmingham B30 2LU or
Cadbury Limited, Dublin 5, saying when and
where purchased. Occasionally it is necessary
to replace a particular chocolate with another
of an equally high standard.
Made by - CADBURY LTD., BOURNVILLE,
BIRMINGHAM, U.K

 <i>Brazil Nut Caramel</i>	 <i>Hazelnut Truffle</i>	 <i>Hazel Crispy Cluster</i>	 <i>Coffee Creme</i>	 <i>Jamaica Cluster</i>	 <i>Hazelnut in Soft Caramel</i>	 <i>Walnut Fudge</i>
 <i>Strawberry Creme</i>	 <i>Marzipan</i>	 <i>Caramel Supreme</i>	 <i>Bitter Lemon Crunch</i>	 <i>Truffle</i>	 <i>Nougat</i>	 <i>Soft Orange</i>