



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

By Joël Glenn Brenner

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Corporate candy giants Milton Hershey and Forrest Mars built business empires out of one of the world's most magical, sought-after substances: chocolate. In **The Emperors of Chocolate**, Joël Glenn Brenner--the first person to ever gain access to the highly secretive companies of Hershey and Mars--spins a unique story that takes us inside a world as mysterious as Willy Wonka's Chocolate Factory. Packed with flavorful stories and outrageous characters that give the true scoop on this real-life candyland, **The Emperors of Chocolate** is a delectable read for business buffs and chocoholics alike. Start reading and you'll soon be hungry for more.

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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.

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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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