

Cadbury's Cocoa : absolutely pure / Cadbury's.

Contributors

Cadbury Ltd.

Publication/Creation

[Bournville] : Cadbury's, [between 1890 and 1899?]

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CADBURY'S COCOA

ABSOLUTELY
PURE



*Muscular Development
Staminal Energy*

FOR ATHLETES
CADBURY'S
COCOA

FOR CHILDREN
CADBURY'S COCOA

*A healthy body is the preparation
for a healthy mind.*



CADBURY'S COCOA

*Comfort in old
Age*

CADBURY'S
COCOA

The standard of highest purity." LANCET.

“A Protest against the use of Alkali in Cocoa”

This is the title of a special article appearing in *the Lancet*, June 1900, which runs as follows:—

“From practical experience gained in the *Lancet* Laboratory during the evidence that the practice of treating cocoa with alkali is largely on the increase, ostensibly, we believe, to render the cocoa more “soluble”; in reality the cocoa, by this treatment, saponified, so that the infusion made with it presents the same qualities to the palate the impression of a richer and more full-bodied beverage. The powder is considerably deepened in colour, which is probably and wrongly judged to indicate richness and quality. If it were necessary to treat cocoa in order to make it palatable and digestible, we should have nothing to say; but it is being the case it constitutes a mild but distinct form of fraud. We go further and protest against this treatment of cocoa with alkali because we are confident that it may be productive of harm. It must be remembered that invalids and the aged, and certain forms of weak digestion are in a great number of cases prohibited from using coffee, and cocoa is invariably recommended as a substitute.”

CADBURY'S Cocoa is guaranteed not to have been treated with alkali.

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Some Reasons why Cadbury's Cocoa is so

IT IS

ABSOLUTELY PURE.

It is not prepared with Alkali, as are many of the so-called “pure” cocoas.

The *LANCET* says—

“The Standard of Highest Purity at present attainable in Cocoa.”

BEST DIET.

Especially valuable for Athletes, and the most nourishing food for invalids.

HEALTH says—

“A food alike suitable for building up the growing body, and for maintaining the health of the adult, without any waste incidental to all the processes of life.”

EASILY PREPARED.

A cup is easily prepared by pouring on boiling water.

ECONOMICAL.

One 6d. packet will make 18 breakfast-cups of good Cocoa.

HYGIENE says—

“Pure, wholesome, and cheap, and with no superior in the market.”