

Chocolate Brownies are a Classic US – All American Dessert How Did That Happen?

There was a presence of chocolate in the British American colonies.

- It became popular with the elite who would enjoy a cup of chocolate with or as their breakfast in the late seventeenth and early eighteenth century.
- In 1765, the first chocolate mill was established in Massachusetts. It processed imported cacao into chocolate and became Walter Baker & Co. which is now owned by Kraft.
- Early on, it was popularized for both health and nourishment.

During the nineteenth century, technology enabled the price to reduce making it more widely accessible to American consumers.

- Walter M. Lowney debuted the first American bars at the Columbian Exposition held in Chicago Illinois 1893.
- New Chocolate baked goods introduced Bertha Potter Palmer tucked in lunch boxes -super-rich, fudgy chocolate confection became known as the **Palmer House brownie. 1893** Columbian Exposition 1893
- Walter Baker & Company provided copies – teaching women domestic science skills 1800-1900
- Turn of the twentieth century – Fannie Farmer’s innovation of “level measurements” used in printed recipes.
- Boston Cooking School 1879 educators like Maria Parloa and Fannie Farmer offer instruction to women on how best to run a kitchen and a home.
- Degree-granting programs formed – home economics programs
- Domestic science network, cookbooks, magazines, and cooking schools drove brownies to be known throughout the United States.
- 1896 Fannie Farmer’s 1896 Boston Cooking School Cook Book had recipe for brownies (no chocolate included)
- 1904 first published recipe for brownies made with chocolate may be from Service Club of Chicago’s 1904 Cook Book
- Bangor Brownies said to come from Bangor, Maine published recipe using chocolate.

The twentieth century opened the century with some amazing scientific and technological feats

- Development of domestic science and home economics.
- A partnership with industry altered American cooks’ relationships.
- Companies, domestic scientists, and cookbooks were key to popularizing the chocolate brownie.
- More food books, magazines, film promotions, festivals, and demonstrations.

1950's factory-made food changed American palate to very sweet, very salty, using a myriad of artificial flavors – stressed efficiency and consistency.

- The Hershey Company and Mars, Incorporated improve shelf life of milk chocolate. used less cocoa, more dairy, sugar, and more preservatives. - less “chocolatey.”
- General Mills and Pillsbury played an important role in the development of cake and brownie mixes in middle of the twentieth century. National “Bake-Offs” recipe contests encouraged home cooking innovation with television advertisements.
- 1960 Duncan Hines and Betty Crocker promoted television commercials Betty Crocker/General Mills, and Hershey’s promote brownie mix, like Chocolate Fudge Brownie Mix.
- Promotes short-cuts and guaranteed results of mixes and changed the American relationship to home cooking and taste.

Modern-Day Brownies extends a powerful hold on the American palate and imagination.

- New flavor variations, adds-ons introduced and were created a
- as well as shared in publications promoting home kitchen made brownies.
- Changing technology and lifestyles following health fads and dietary restrictions resulted in brownies used for diet food or natural fresh food brownies like beets, black beans, pureed carrots, spinach.
- Adding more dark chocolate for a better taste and improve your health.
- Some companies even include medical products baked in brownies.
- Brownies evolve to include international food writers and cooking shows.
- Include chocolate from other countries the bean-to-bar chocolate makers.
- Mixes strive to be known as an “Outrageous Brownie Mix”.