

Chocolataire - Victorian period Social Gathering Gaining Popularity again in 21st century

Santhosh Kumar

Abstract

A chocolataire is a type of social gathering which ranges from large events (such as fund raising and invitation only) to smaller functions (similar in structure to informal tea parties), in which all food and drink are composed of or contain some form of chocolate. This entertainment was at its peak popularity around the turn of the 20th century[4] (the process for making milk chocolate having been brought to market in 1875), and was seen as a novel alternative to the other forms of social gathering at the time. This form of social gathering is gaining popularity again in parties where chocolate drinks are served in place of alcoholic beverages.

Keywords: Chocolataire, Chocolate themed events, Chocolate social gatherings.

Introduction

The menu at a chocolataire may include any variety of chocolate-based dishes: cakes, wafers, bonbons, candy, and pastry being a few examples thereof. These dishes can also be seasonal. Examples of seasonal dishes can include hot chocolate and chocolate fondue during cold months and chocolate lemonade or chocolate ice cream during the summer.

Ceremony

As the chocolataire grew in popularity, the ceremony itself became more chocolate-themed—the menu cards, programs, decorations, and even the costumes of the waiters were of chocolate color; chocolate cups

and saucers were sometimes sold with the chocolate that was served in them, or given as a souvenir for those who purchased chocolate.

The chocolataire saw use in every social gathering imaginable—one was even thrown as part of a fund raising function for a kindergarten in Indiana—and it was not uncommon, after all guests had been served, to hold an auction of remaining candy, loaves of cake, and boxes of chocolate left over from preparation of the dishes.



Chocolataire: Chocolate at a social function, 1768 painting

Modern use

The modern analog to the traditional chocolataire is found in some bridesmaid and

Cite this article as: Santhosh Kumar, "Chocolataire - Victorian period Social Gathering Gaining Popularity again in 21st century", International Journal of Research in Management Studies (IJRMS), ISSN 2455-7595, Volume 7, Issue 2, February 2023, Page 1-4.

bachelorette parties (where traditional chocolate foods and candies like truffles and cake are joined by newer recipes like chocolate beer and martinis), and restaurants like "Death by Chocolate" in New Zealand and Canada featuring all-chocolate menus.

Chocolate-themed events are gatherings or occasions where chocolate takes center stage. These events celebrate and highlight the love for chocolate in various forms. Here are some examples of chocolate-themed events:

Chocolate Tastings: These events focus on sampling and exploring different types of chocolates from various regions or brands. Participants can learn about the flavor profiles, origins, and production processes of chocolates while enjoying the taste.

Chocolate Festivals: These festivals often span over a few days and feature an array of chocolate-related activities. They may include chocolate exhibits, chocolate-making demonstrations, chocolate competitions, live music, and opportunities to purchase chocolates from different vendors.

Chocolate Pairing Events: These events combine the art of chocolate with complementary food or beverages. Chocolate can be paired with wine, beer, spirits, cheese, fruits, or other ingredients to create unique flavor combinations and enhance the tasting experience.

Chocolate Workshops or Classes: These events provide hands-on experiences where participants can learn to make their own chocolates. They may involve learning techniques such as tempering chocolate,

creating truffles, making chocolate desserts, or even crafting intricate chocolate sculptures.

Chocolate Charity Galas: These formal events raise funds for charitable causes while celebrating chocolate. They often include auctions, tastings, live entertainment, and guest speakers, combining philanthropy with a love for chocolate.

Chocolate-themed Parties or Celebrations: Chocolate can be incorporated into various types of parties, such as birthdays, weddings, or holidays. These events might feature chocolate-themed decorations, desserts, drinks, or interactive chocolate stations for guests to indulge in.

Chocolate and Dessert Buffets: Set up a lavish buffet table featuring a wide assortment of chocolate treats like cakes, pastries, cookies, truffles, and chocolate-covered fruits. Guests can indulge in a variety of chocolate delights at their own pace.

Chocolate-Making Demonstrations: Invite a professional chocolatier to demonstrate the art of chocolate making. They can showcase techniques such as tempering, molding, and decorating chocolates, providing insights into the craftsmanship behind exquisite chocolate creations.

Chocolate and Wine Tastings: Combine the pleasures of chocolate and wine by hosting a tasting event where participants can sample different types of chocolate alongside wine pairings. An expert can guide guests through the flavor profiles and combinations.

Chocolate Spa or Wellness Retreat: Create a relaxing and indulgent experience by organizing a spa or wellness retreat with a chocolate theme. Offer chocolate-based spa treatments, such as cocoa facials, chocolate body wraps, or chocolate-infused massages.

Chocolate History and Culture Exhibitions: Curate an exhibition that explores the history, cultural significance, and evolution of chocolate. This can include displays of vintage chocolate packaging, interactive exhibits, and educational panels.

Chocolate Challenges or Competitions: Organize friendly chocolate-themed competitions where participants can showcase their creativity and skills. Examples include chocolate dessert contests, chocolate sculpture competitions, or even chocolate-themed baking challenges.

Chocolate-themed Movie Nights: Host a movie night featuring films centered around chocolate, such as "Chocolat" or "Willy Wonka & the Chocolate Factory." Enhance the experience by providing a selection of chocolate treats for guests to enjoy during the screening.

Chocolate Art Exhibitions: Showcase the artistic side of chocolate by featuring chocolate sculptures, paintings, or other forms of edible artwork created by talented chocolatiers or artists.

Chocolate Tours: Organize guided tours to local chocolate factories or artisanal chocolate shops, where participants can learn about the chocolate-making process, sample chocolates, and interact with chocolatiers.

Chocolate has maintained its popularity throughout the 21st century and continues to be enjoyed by people around the world. Here are some factors that contribute to the ongoing popularity of chocolate:

Global Consumption: Chocolate consumption has steadily increased worldwide. Emerging markets, particularly in Asia, have seen a rise in chocolate consumption as the middle class grows and consumer tastes expand.

Health Benefits: Studies have highlighted potential health benefits of chocolate, particularly dark chocolate with a high cocoa content. Dark chocolate is rich in antioxidants and flavonoids, which are believed to have positive effects on cardiovascular health.

Diverse Product Offerings: The chocolate industry has evolved to offer a wide variety of products to cater to different tastes and preferences. From traditional chocolate bars and truffles to innovative flavors, textures, and fillings, there is something for everyone.

Premium and Artisanal Chocolates: The demand for premium and artisanal chocolates has grown significantly in recent years. Consumers are seeking high-quality chocolates made with fine ingredients and craftsmanship, often preferring chocolates with unique flavors and ethical sourcing.

Chocolate Tourism: Chocolate-related tourism, such as visiting chocolate factories, attending chocolate festivals, or going on chocolate-themed tours, has gained popularity. People are interested in experiencing the world



of chocolate firsthand, learning about its production process, and indulging in tastings.

Gifting and Celebrations: Chocolate remains a popular choice for gifting and celebrating special occasions. Whether it's giving a box of chocolates as a gift or incorporating chocolate into desserts and treats for birthdays, anniversaries, or holidays, chocolate is often associated with joy and indulgence.

Marketing and Advertising: Chocolate brands have invested heavily in marketing and advertising campaigns to maintain and expand their consumer base. These efforts have helped keep chocolate top of mind and appeal to a wide range of audiences.

Conclusion:

It's worth noting that while chocolate remains popular, consumer preferences and awareness of ethical sourcing, sustainability, and health considerations have also influenced the industry. As a result, there has been an increased focus on fair trade practices, organic and sustainable sourcing, and the production of healthier chocolate alternatives. And social gathering with chocolate themes called "Chocolataire" are gaining rapid popularity in young people.

References:

1. Maud C. Cooke, *Social Life: Or, The Manners and Customs of Polite Society, Containing the Rules of Etiquette for All Occasions*, p.296, 1896.
2. Jill Foulston, *The Virago Book of the Joy of Shopping*, p.84, 2007. (ISBN 184408275X, 9781844082759)

3. Judith Martin, *Miss Manners' Guide for the Turn-of-the-Millennium*, p.453, 1990. (ISBN 067172228X, 9780671722289)

4. Lynne Sorrel Marks, *Lynne Marks, Revivals and Roller Rinks: Religion, Leisure, and Identity in Late-nineteenth-century Small-town Ontario*, p.99, 1996 (ISBN 0802078001, ISBN 978-0-8020-7800-1)

5. The Penn publishing company, *Eureka Entertainments: Containing a Wide Variety of New and Novel Entertainments Suitable to All Kinds of Public and Private Occasions*, 1894

6. *The Kindergarten-primary Magazine*, 1898.

7. Lillian M. Heath, *Eighty Pleasant Evenings*, p.28, 1898.