



On the 18th of November 2010 we went on a business studies trip to Cadbury world in Birmingham. We had a tour of the factory where we went around each different workshop where we saw how each chocolate is made, produced and packaged.

First of all we looked around the biggest Cadbury shop in the world, where it sold many different chocolates, memorabilia, stationary and Cadbury toys.

Secondly we went through the rainforest where the coco beans are picked by the tribe that lived there.

We then watched several videos about how the company started out, who was involved and also the history of the Cadbury brothers.

The Cadbury brothers started put as a small business in London, but they decided to move factory to have more space, they moved to a factory in Birmingham. The factory was in a small unknown town. The Cadbury brothers decided to make the town their own and name it. They named the town Bournville, the 'bourn' part was named after the river running through the town, and the 'ville' part of it was just a very fashionable and posh word at the time. The business grew and grew until it became famous as it is today. They experimented with many different chocolates and recipes until they had made a whole brand of different chocolates.

We also watched a simulated video about how chocolate is made, it showed us how coco beans are ground down and turned into coco powder.

We then went to the upper floor of the factory, where we saw the process of the production of chocolate and also the people and machines that did this. The workers check the chocolate every 20 minutes to make sure its up to standards to be sold. The chocolate that was not up to standards or chocolate that was broken, got emptied into a big box to be disposed of or melted back down to re-make the chocolate.

On this floor we also saw the machines that packaged the chocolate, this shows that chocolate I made in batch production, but some chocolate is also made job production, we looked at the part of the factory where the workers were working on personalized chocolates. They were drawing on things like chocolate shoes and baubles with melted chocolate through a icing pipe. This is a good example of job production. We also got to try using the icing pipes. We were each given one and we were allowed to draw on a big stone slab.

We then went into essence; which was a part of the factory which showed us how someone was sent over to Switzerland to see what made their chocolate so nice, in the end they didn't find out what the missing ingredient was, so they decided they would test many different substances to see what made their chocolate stand out from the rest. Eventually they discovered the missing ingredient was milk, and that is where the glass half full slogan comes from.

The tour of Cadbury world ended with a cup of melted chocolate with a topping of our choice, yum:~!

By Eloise Saunders and Carrie Wool

