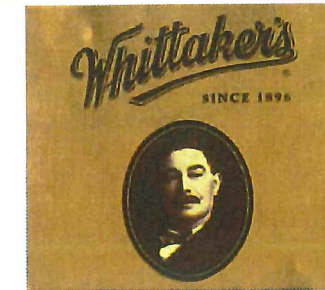




Andrew and Brian Whittaker, the 3rd generation of the Whittakers chocolate family. Who run the business to this day.

Whittaker's

SINCE 1896



James Henry Whittaker, the creator of Whittakers.

Description

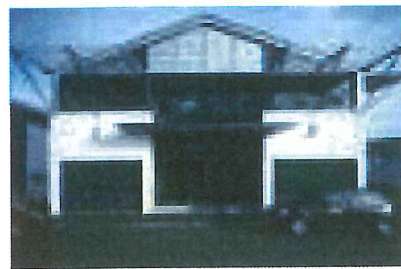
Whittakers is a New Zealand owned and operated confectionary company specialising in chocolate. It was discovered in 1896 by James Henry Whittaker. Whittakers is a kiwi icon and has now gone worldwide. Whittakers prides itself in making premium chocolate and have come up with a whole different range of flavours and new products over the years.

How is it unique/special to NZ

Whittakers is unique to New Zealand because it is a New Zealand company. Whittakers is owned and operated by kiwis and locals and is a family business. Whittakers is special to New Zealand because it was originated here and can only be bought in New Zealand, but has been imported to other countries. Whittakers is a kiwi icon and is known as New Zealand's chocolate.

Where is it found/used.

Whittakers chocolate can be found in most supermarkets, service stations and dairies throughout New Zealand. Whittakers chocolate can also be purchased online from www.shopnewzealand.co.nz Whittakers chocolate can also be used in many recipes, go to Whittakers facebook page to find out more about what you can do with Whittakers chocolate.



Whittakers chocolate factory, based in Eldon, Porirua.

History Involved

Whittakers originated way back in 1890 when James Henry Whittaker was 14 and working at a confectionary shop in Macclesfield, England. There he came up with the idea and process of making Whittakers chocolate. In 1890 J.H Whittaker came to New Zealand and began to use his chocolate expertise for himself. He made his own chocolate in his Christchurch home and would go selling it door to door. Then he moved to Wellington and since 1896 has been making the best chocolate in Australasia. In 1913 two of J.H Whittakers four sons Ronald and James joined their father to make J.H Whittaker & sons. Now the company is owned by the 3rd generation of Whittakers Brian and Andrew.



Whittakers chocolate website block, an exact replica of their website (the first chocolate website)

Well known people involved

- James Henry Whittaker is the creator of Whittakers therefore making him a very important person involved.
- Ronald and James were the 2nd generation of Whittakers and joined their father in partnership to make J.H Whittaker & sons.
- Nigella Lawson who has recently done advertising throughout New Zealand for Whittakers.
- 5 YR 12 girls from St Margarets who came up with the idea of pink chocolate in order to support breast cancer. Whittakers thought the idea was excellent and carried out the idea making white chocolate and raspberry to support breast cancer.
- Brian and Andrew Whittaker who have kept the business going.

Fascinating facts

- There are 19 Whittakers chocolate block flavours.
- There is a new Whittakers chocolate cornflake slab.
- Whittakers dark chocolate doesn't contain milk.
- Whittakers slogan is 'a passion for chocolate since 1896'
- Whittakers has the first real chocolate website.

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