



United Kingdom



Cadbury's is the largest chocolate producer in the United Kingdom. Since the UK joined the EU with Ireland in 1973, Cadbury's has been prohibited from selling its chocolate throughout the European Union. At least, it could continue to make chocolate the way the British have enjoyed for over 100 years: lighter and creamier than the Belgian style of chocolate. When it joined the EU, the UK worried that Cadbury's and other UK chocolate makers would have to change their recipes since EU law stated that chocolate could only contain cocoa butter. Luckily, a deal was struck that would allow Cadbury's chocolate to stay the same as long as it wasn't sold outside of the UK and Ireland.

British chocolate is lighter and creamier because more milk and less cocoa butter is used and a little bit of vegetable oil is also used. This type of chocolate is not *pure* chocolate according to chocolate traditionalists. If UK chocolate is to be sold throughout the EU, they argue, it shouldn't be called chocolate at all. Some suggest it be called "Vegetate". That sounds just delicious, doesn't it?

The UK has the second highest consumption of chocolate per person in Europe. As European chocolate makers can sell their products in the UK it is important for you to ensure that the EU market should also be open to UK chocolate producers such as Cadbury's to sell their chocolate in Europe without having to make changes to their chocolate production methods.

If the new chocolate law you will create in the simulation allows Cadbury's to sell its chocolate throughout the EU, Cadbury's will produce more and therefore hire more UK citizens. Of course, it would probably help if Cadbury's could call its chocolate something nicer than Vegetate!

As one of the larger countries in the EU the UK's vote has a weight of 16.07%. Therefore, it's very important that you find out what the opinions of the other big voters in Europe are, and to see which countries (large or small) are in favor of "less-than-pure" chocolate. You will need to use all your negotiation skills to ensure that you win a favorable outcome for the UK.

The following are the major questions you will need to settle at the simulation. Before then, you'll need to try to figure out how different countries feel about these issues. Try to find other countries that agree with you so you can work together. Also try to convince those who disagree to see your point of view. Use the space below each question to take notes as you learn more about where the other countries stand.

1. Consumers will want to know what kind of chocolate they are buying. Traditional Belgian-style chocolate should be called chocolate. But what should the Cadbury's style of chocolate be called?
2. Can anything containing just a bit of cocoa powder be called chocolate? In the U.S., chocolate must have at least 10% cocoa powder. Cadbury's has less than 10%, while much of the chocolate you sampled had 70%. What percentage of cocoa should the new law require?
3. Traditional chocolate is made with cocoa butter. Chocolate made in Denmark, Ireland, Austria, Portugal, Finland, Sweden, and the United Kingdom has vegetable fat added in place of the cocoa butter. Should there be a limit to how much vegetable fat is used? What percent of the total fat can be vegetable?
4. If chocolate contains vegetable fat it should say so on the label. But what should the label say? Is it enough just to list vegetable fat in the ingredients? Or should there be some sort of bold warning on the front?