

**Міністерство освіти і науки України**

**Національний університет харчових технологій**

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## 24.3. Українська мова

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### 1. Touring the chocolate museums in Europe

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**Introduction:** Eating chocolate brings much pleasure to both children and adults. Another big pleasure is visiting museums to find out something new and interesting. So, it is not a surprise that one day these two pleasures combined in a world of a chocolate museum [1, 2]. After visiting them, one can learn the history of the royal sweets, the technology of their production, and to see the pure art works made out of chocolate. At the end of the excursion, the visitors can taste different types of chocolate represented in various forms and conditions: hot and cold, black and white, bitter and sweet, solid and liquid.

**Materials and methods :** The main methods of our research are analytic review, observation of theoretical materials on chocolate and its history, comparative research of the conception of any museum situated in European countries, and the prognostic vision of perspectives of chocolate tourism development here in Ukraine (particularly in Lviv).

**Results and Discussions:** Though chocolate as a food product came from Central America, there are many chocolate brands closely connected to Europe. The famous *Hersheys, Godiva, Leonidas, Lindt, Sprungli, Mauxion, Nestle, Milka, Poulain* are popular as well in Ukraine (from the 1990s by now), yet there is a time to cognize better the development of chocolate tourism as a branch of food tourism that evokes greater interest in the people.

One of the most prominent museums in Europe is the Museum of Chocolate Secrets in France. It consists of several themed halls. The guides of the first one tell the stories about chocolate and its production. Then, in the showroom, a visitor may observe the process of making chocolate masterpieces. It is also a pleasure to look into a tea room where one may enjoy the taste of a real chocolate drink. Short documentary gets the visitors acquainted with the best kept secrets of chocolate making. There is also a souvenir shop that proposes to guests a large array of insanely delicious chocolate products; by the way, it is imaginatively designed.

The second museum is situated in Cologne, Germany, on the waterfront of the Rhine River. It resembles a huge ship with a glass cockpit, all brewed of chocolate. Since 1993, the museum became available to the public. Here a visitor may see how to make chocolate Santa Claus or traditional Easter rabbits, as well as how to grow cocoa-trees in a greenhouse at the museum. A mini chocolate factory produces about 400 kg of chocolate

products daily. However, the main attractive point in the museum is a three-meter chocolate fountain. Museum staff used to dip the wafer rolls into the fountain and to treat visitors, so that they are able to appreciate this delicacy.

The third object is Chocolate Museum in Brügge (Bruges), Belgium. A long time ago, Praline was invented to please the Duke Ples-Praslin who wanted to be a creator of the most delicious chocolates. Bruges is the center of chocolate goodies because of the annual festival called Choco-Late. During the festival, skilled confectioners compete in production of sweet masterpieces on city streets, and the chocolate fountains work. The Choco-Story Museum in Bruges is located in the premises of the 17<sup>th</sup> century castle.

The fourth object of our tour is Chocolate Museum in Barcelona, Spain. The visitors of this museum may also learn the history of chocolate and admire the sculptures made out of it. There are some statues of famous politicians, artists and sportsmen, popular cartoon characters, and even mini-copies of famous buildings.

In the autumn of 2008, a museum Choco-Story was opened in Prague, Czech Republic. The most of the exposition takes Belgian chocolate, yet there are some samples from other countries, even our favorite *Alenka*. In one of the halls, a large TV broadcast a film about the history of chocolate and its production. Every hour, a confectioner conducts a short master class to produce candies. Of course, a visitor may taste different types of chocolate – either bitter, white, or milk. The main highlight of the museum is an amazing collection of wraps from chocolate bars and sweets collected during a few hundred years in different countries.

Apparently Lviv can also represent the chocolate tradition in its own museum; however, it is a task for the close future, which will be accomplished by both museum specialists and businessmen. Yet, staying in Lviv, anyone can visit the shop *Shokoladnytsia* and either admire or buy (having enough money) some chocolate masterpieces like different kinds of weapons (knives, grenades, pistols etc), statues, caskets, dollar-, euro-, or hryvnia-shaped plates, toys and other things made so skillfully that impossible to differ from those real [3].

**Conclusions:** Any principles of food tourism are quite simple: to taste foodstuffs only in the places where they are produced to keep in one's memory any note of the taste and the bouquet. Talking about chocolate tourism, it is cardinally important to keep in mind the American origin of chocolate (as both a drink and a solid product) and to be able to project it on the common traditions of chocolate-making in Europe, particularly in Ukraine.

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