



2025

PETER'S[®] CHOCOLATE

THE MARK OF



DISTINCTION[®]

SINCE 1875

150th
ANNIVERSARY



Daniel Peter



Celebrate 150 Years of Peter's Chocolate

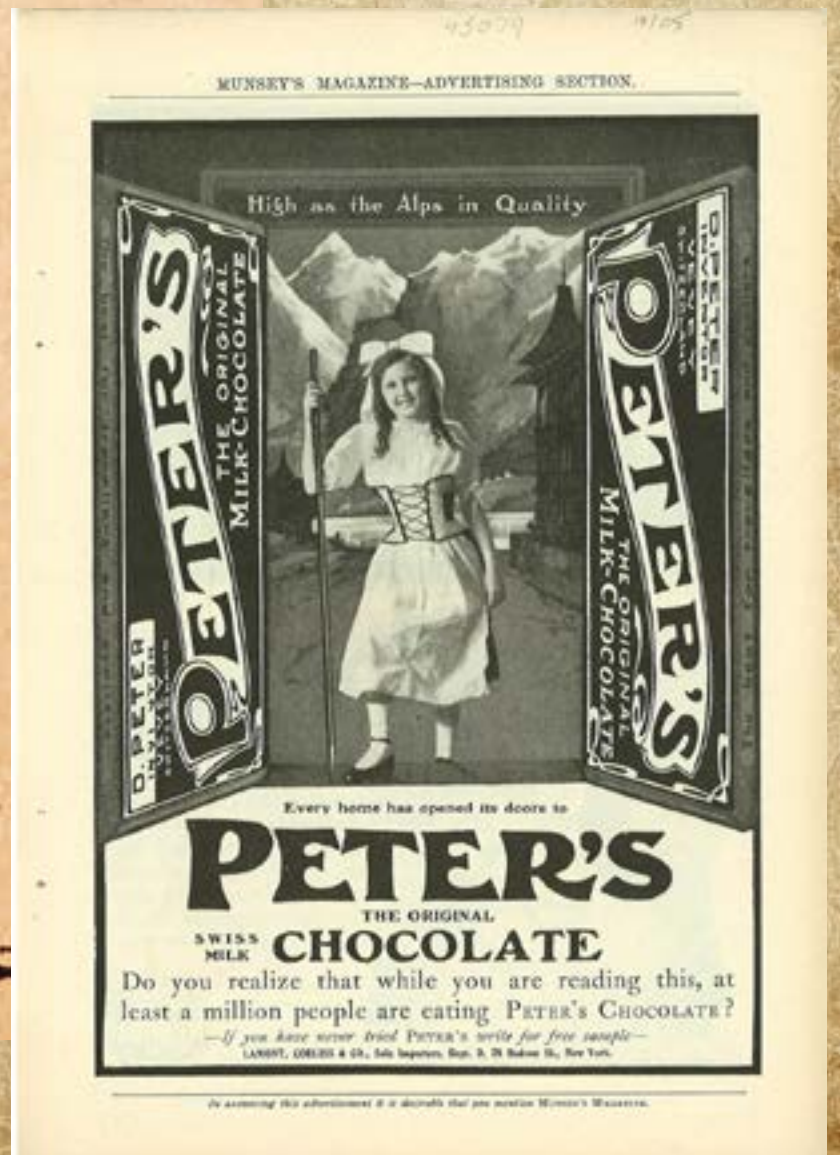
Legacy and tradition are both part of Peter's Chocolate DNA. In the late 1800s, Daniel Peter was looking for the perfect formula to create milk chocolate. He combined cocoa and cocoa butter with a dehydrated form of condensed milk to create the first milk chocolate.

Peter's Chocolate has gone through many changes, but one tradition has never changed: our velvety-smooth milk chocolate still uses the same recipe that was created in 1875 - 150 years ago.

The Peter's Calendar is another joyful part of our legacy. The first one was created in 1989 and spontaneously started a new tradition that Cargill has happily kept going since 2002. To celebrate the milestone of 150 years of Peter's Chocolate, we're sharing some iconic images from Peter's ad campaigns of the past.

Each year, we love to see - and taste! - the amazing, indulgent creations that evolve using Peter's Chocolate. We hope you enjoy this look back on the history of Peter's throughout the year.

Thank you for choosing Peter's as part of your legacy and we look forward to the future of creating together.



Life is...
uncertain
Eat dessert
FIRST!

PETER'S[®] CHOCOLATE
150th
ANNIVERSARY



JANUARY

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
			1 001	2 002	3 003	4 004
			New Year's Day		Chocolate Covered Cherry Day	
5 005	6 006	7 007	8 008	9 009	10 010	11 011
					Ntl. Bittersweet Chocolate Day	
12 012	13 013	14 014	15 015	16 016	17 017	18 018
19 019	20 020	21 021	22 022	23 023	24 024	25 025
Winter Fancy Food Show, Las Vegas, NV	Martin Luther King Jr. Day Winter Fancy Food Show, Las Vegas, NV	Winter Fancy Food Show, Las Vegas, NV			Ntl. Peanut Butter Day	
26 026	27 027	28 028	29 029	30 030	31 031	
Ntl. Peanut Brittle Day	Ntl. Chocolate Cake Day		Chinese New Year			

Peter's Chocolate is famously the first brand of milk chocolate, but did you know that perfecting this formula took more than 8 years? Milk chocolate is still the **#1 chocolate** today.





February

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
						1 032 <small>Ntl. Dark Chocolate Day</small>
2 033 <small>Groundhog Day</small>	3 034	4 035	5 036 <small>Ntl. Chocolate Fondue Day</small>	6 037	7 038	8 039
9 040	10 041	11 042	12 043	13 044	14 045 <small>Valentine's Day</small>	15 046 <small>Flag Day (Canada)</small>
16 047	17 048 <small>President's Day Family Day (Canada)</small>	18 049	19 050 <small>Ntl. Chocolate Mint Day</small>	20 051	21 052	22 053
23 054	24 055 <small>RCI Chocolate Boot Camp, Waterbury, CT</small>	25 056 <small>Ntl. Chocolate Covered Nuts Day RCI Chocolate Boot Camp, Waterbury, CT</small>	26 057 <small>RCI Chocolate Boot Camp, Waterbury, CT</small>	27 058 <small>RCI Chocolate Boot Camp, Waterbury, CT</small>	28 059 <small>RCI Chocolate Boot Camp, Waterbury, CT</small>	

Daniel Peter had two loves, chocolate and his wife Fanny Louise Cailler. Though Daniel competed with her family's chocolate business, she gave him her full confidence and support. In fact, she was his first employee!



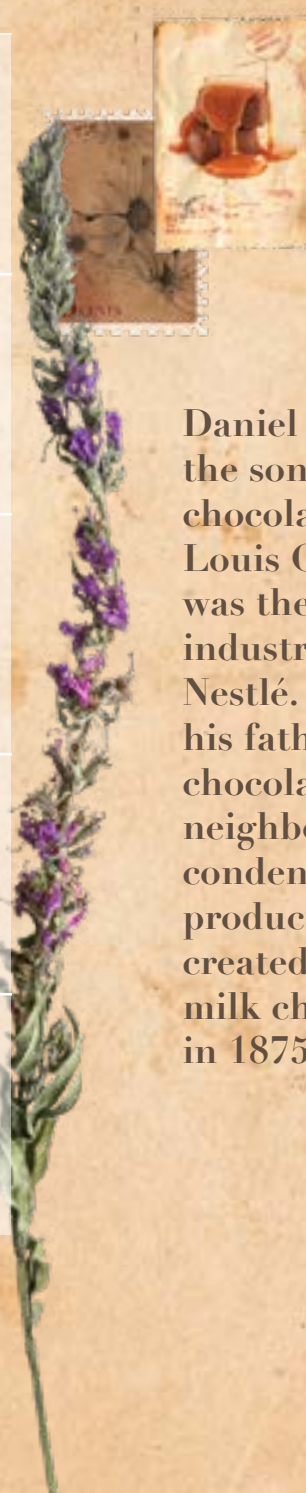
"Yes! It's Peter's Milk Chocolate I want; the kind I always buy, because it's good for the children."
Lamont, Corliss & Co., New York.

Sept. 1910



MARCH

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
						1 060 Ramadan Begins
2 061	3 062	4 063	5 064	6 065	7 066	8 067
9 068	10 069	11 070 Expo West, Anaheim CA	12 071 Ash Wednesday Expo West, Anaheim CA	13 072 Expo West, Anaheim CA	14 073 Employee Appreciate Day Expo West, Anaheim CA	15 074 InterNtl. Women's Day Ntl. Peanut Cluster Day
16 075 Daylight Savings Time Daniel Peter's Birthday	17 076 St. Patrick's Day	18 077	19 078	20 079 First Day of Spring	21 080	22 081
23 082	24 083 Ntl. Chocolate Covered Raisin Day	25 084	26 085 Ntl. Chocolate Caramel Day	27 086	28 087	29 088
30 089	31 090		Ntl. Nougat Day			



Daniel Peter became the son-in-law of chocolatier Francois-Louis Caillet and was the neighbor of industrialist Henri Nestlé. He combined his father-in-law's chocolate with his neighbor's new condensed milk product and finally created the first solid milk chocolate bar in 1875.



HARPER'S MAGAZINE ADVERTISER.

PETER'S

THE ORIGINAL



SWISS MILK CHOCOLATE

It Gives Eating Chocolate a New Meaning. This "irresistibly delicious" food confection—a product of the Alps—is the invention of Mr. D. Peter, of Vevey, Switzerland. It is the

Original Milk Chocolate,

and other brands, which are imitations, lack the richness and delicate flavor of **PETER'S**. Therefore, insist upon **PETER'S**. Made of the purest chocolate, blended with the finest fresh milk containing all its cream. Each piece hermetically sealed in tin-foil, keeping it perfectly fresh. Easy to digest. Does not create thirst. Instead of candy, give the children **PETER'S** Swiss Milk Chocolate.

FREE. Send your name and address for sample of **PETER'S CHOCOLATE**; also interesting illustrated booklet, "An Ascent of Mont Blanc."

LAMONT, CORLISS & COMPANY, Sole Agents, 78 Hudson St., NEW YORK.

APRIL



Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
		1 091	2 092	3 093	4 094	5 095
	April Fools' Day			Ntl. Chocolate Mousse Day		Ntl. Caramel Day
6 096	7 097	8 098	9 099	10 100	11 101	12 102
	PMCA Annual Production Conference, Lancaster, PA	PMCA Annual Production Conference, Lancaster, PA	PMCA Annual Production Conference, Lancaster, PA			
13 103	14 104	15 105	16 106	17 107	18 108	19 109
Palm Sunday Passover Begins		Tax Day			Good Friday	
20 110	21 111	22 112	23 113	24 114	25 115	26 116
Easter Sunday	Easter Monday (Canada) Ntl. Chocolate Covered Cashew Day	Earth Day	Ntl. Administrative Professionals' Day		Arbor Day	
27 117	28 118	29 119	30 120			



Daniel Peter named his first chocolate bar "Gala". To root his new invention on ancient tradition, Peter chose the greek word for "from the milk" to adorn his bars.

MAY



Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
				1 <small>121</small>	2 <small>122</small>	3 <small>123</small>
4 <small>124</small>	5 <small>125</small>	6 <small>126</small>	7 <small>127</small>	8 <small>128</small>	9 <small>129</small>	10 <small>130</small>
11 <small>131</small>	12 <small>132</small>	13 <small>133</small>	14 <small>134</small>	15 <small>135</small>	16 <small>136</small>	17 <small>137</small>
18 <small>138</small>	19 <small>139</small>	20 <small>140</small>	21 <small>141</small>	22 <small>142</small>	23 <small>143</small>	24 <small>144</small>
25 <small>145</small>	26 <small>146</small>	27 <small>147</small>	28 <small>148</small>	29 <small>149</small>	30 <small>150</small>	31 <small>151</small>

HOTOGRAPHIE

The ancient tradition of May Day parties, halfway between the Spring equinox and June solstice, was to be celebrated with garlands, bonfires and of course Peter's Chocolate! Upon arriving in America, Peter's tied its brand to old European celebrations and ideals, to be seen as a synonym for tradition.





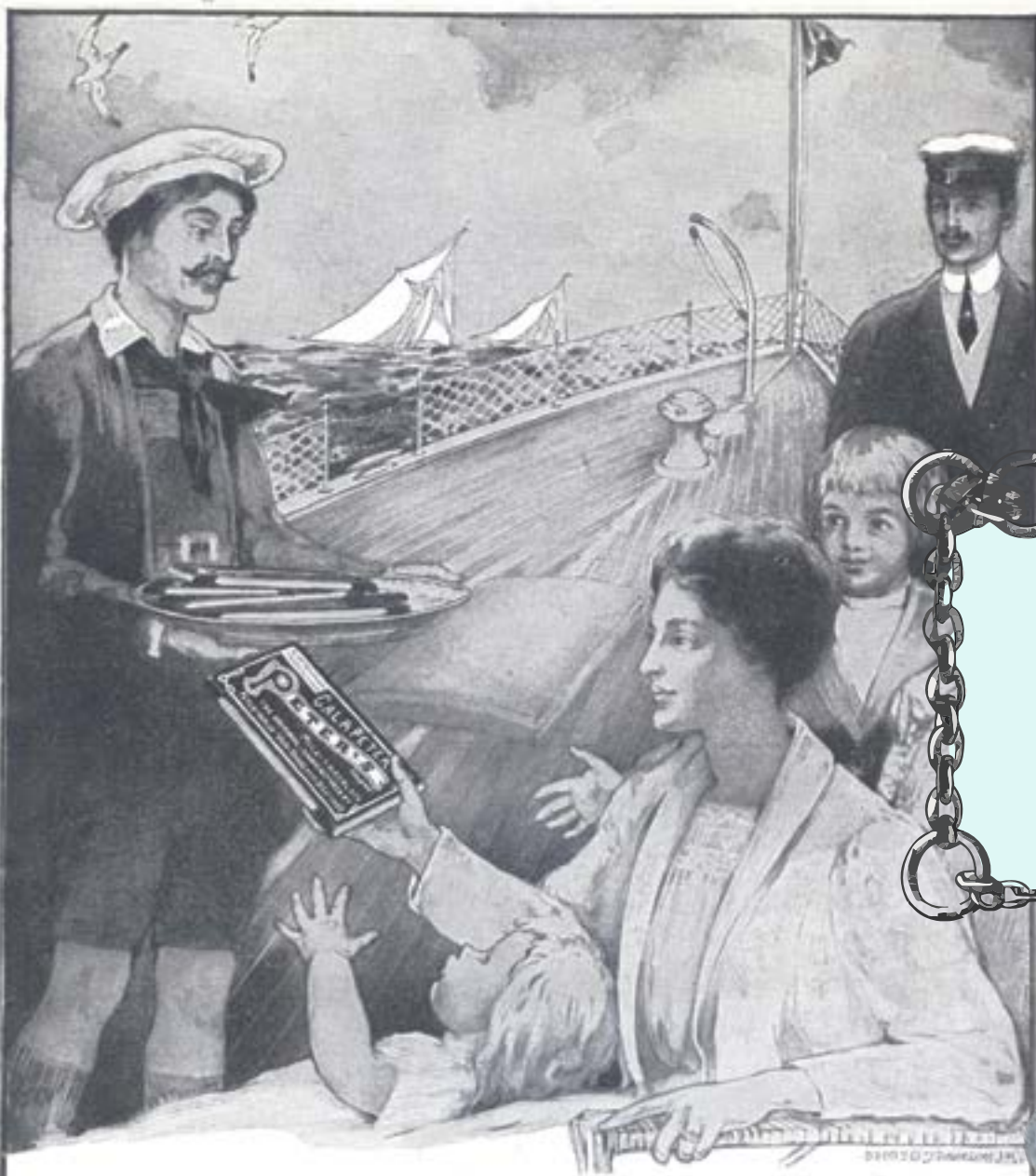
JUNE



Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1 152	2 153	3 154	4 155	5 156	6 157	7 158
8 159	9 160	10 161	11 162	12 163	13 164	14 165
15 166	16 167	17 168	18 169	19 170	20 171	21 172
22 173 <i>Father's Day</i>	23 174 <i>Ntl. Fudge Day</i> RCI Annual Convention & Expo, Covington, KY	24 175 RCI Annual Convention & Expo, Covington, KY	25 176 RCI Annual Convention & Expo, Covington, KY	26 177 Juneteenth RCI Annual Convention & Expo, Covington, KY	27 178 First Day of Summer	28 179
29 180 <i>Ntl. Chocolate Éclair Day</i>	30 181	<i>Ntl. Pralines Day</i>		<i>Ntl. Chocolate Pudding Day</i>		
Summer Fancy Food Show, New York, NY	Summer Fancy Food Show, New York, NY					

By 1917, a Peter's plant was founded in the U.S. in Fulton, New York. It was the heart of dairy country at the time and provided a sufficient supply of a key chocolate ingredient, high-quality milk.





Every One Gets Hungry on the Water
 Take along
PETER'S CHOCOLATE
 Convenient : : Nourishing : : Digestible
 Peter's is the best for travelers on land or sea
 Lamont, Corliss & Co., New York

JULY



Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
		1 182	2 183	3 184	4 185	5 186
		Canada Day Summer Fancy Food Show, New York, NY		Ntl. Chocolate Wafer Day	Independence Day	
6 187	7 188	8 189	9 190	10 191	11 192	12 193
	World Chocolate Day	Ntl. Chocolate with Almonds Day				
13 194	14 195	15 196	16 197	17 198	18 199	19 200
IFT Annual Meeting & Expo, Chicago, IL	IFT Annual Meeting & Expo, Chicago, IL	IFT Annual Meeting & Expo, Chicago, IL	IFT Annual Meeting & Expo, Chicago, IL			
20 201	21 202	22 203	23 204	24 205	25 206	26 207
Ntl. Ice Cream Day			Ntl. Chocolate & Peanut Butter Day		Ntl. Hot Fudge Sundae Day	
27 208	28 209	29 210	30 211	31 212		
Parents' Day	Ntl. Milk Chocolate Day					



It is unclear when this moustached character started to appear in Peter's ads, but his face became the hallmark of Peter's Chocolate as early as the 1910s.





STARTING THE TRIP
 Don't start without Peter's Milk Chocolate. It is ideal for travelers. As sustaining as it is delicious. You will find it at every news-stand—either with or without almonds or hazelnuts.

AUGUST

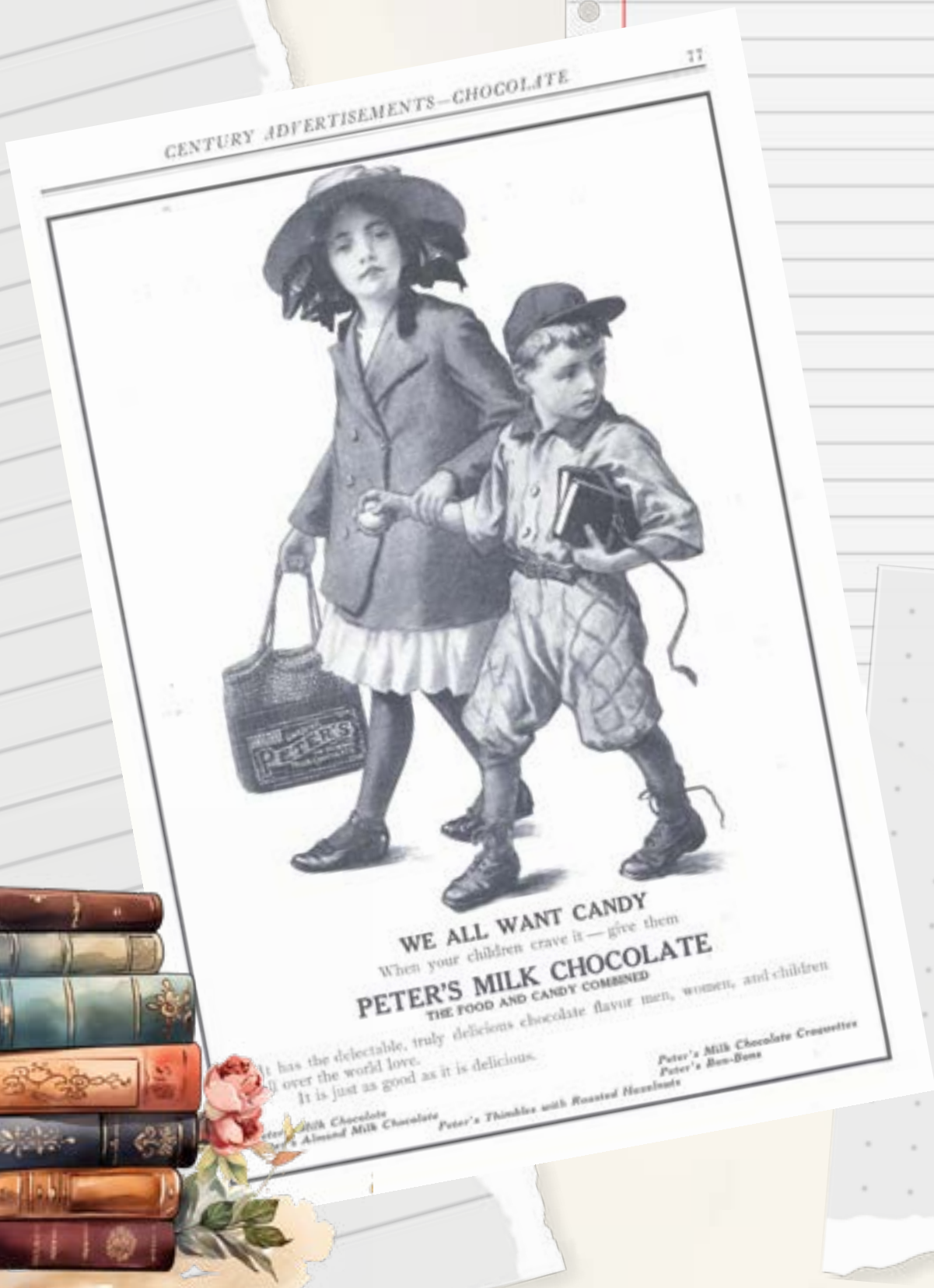


Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
					1 213	2 214
						Food Day Canada
3 215	4 216	5 217	6 218	7 219	8 220	9 221
Ntl. Friendship Day	Civic Holiday (Canada) Ntl. Chocolate Chip Cookie Day	Ntl. Night Out				Ntl. S'mores Day
10 222	11 223	12 224	13 225	14 226	15 227	16 228
Ntl. S'mores Day						
17 229	18 230	19 231	20 232	21 233	22 234	23 235
			Ntl. Chocolate Pecan Pie Day			
24 236	25 237	26 238	27 239	28 240	29 241	30 242
31 243		Women's Equality Day	Ntl. Just Because Day			



Before making the world sweeter with milk chocolate, Daniel Peter made a name by selling candles. That is, until kerosene lamps entered the picture in the late 1800s. Seeing the demand for candles dwindling, Daniel focused 100% on his chocolate business and brought something new to the world.





September

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	1 244	2 245	3 246	4 247	5 248	6 249
	Labor Day					
7 250	8 251	9 252	10 253	11 254	12 255	13 256
Grandparent's Day				Patriot Day	Ntl. Chocolate Milkshake Day	
14 257	15 258	16 259	17 260	18 261	19 262	20 263
Philly Candy Show, Atlantic City, NJ	Philly Candy Show, Atlantic City, NJ	Ntl. Choose Your Chocolate Day First Day of Autumn Philly Candy Show, Atlantic City, NJ				
21 264	22 265	23 266	24 267	25 268	26 269	27 270
	Ntl. White Chocolate Day Rosh Hashanah Begins					
28 271	29 272	30 273				
Ntl. Chocolate Milk Day						

In a turn of destiny Daniel Peter's old neighbor company Nestlé, bought Peter's American plant in 1929 - that's 10 years after Daniel Peter's death. Under Nestlé, Peter's introduced the now-iconic 10lb block for wholesale.





BEFORE THE GAME

Whenever you are hungry eat PETER'S CHOCOLATE.
 No matter whether you are indoors or out, it is the most convenient, delicious, and satisfying food there is.
 If you can't get luncheon, you can always get Peter's.
 Peter's Milk Chocolate is the ideal food for every one.

Peter's Milk Chocolate Peter's Almond Milk Chocolate
 Peter's Milk Chocolate Croquettes Peter's Bon-Bons
 Peter's Milk Chocolate with Roasted Hazelnuts

TAKE A PACKAGE OF PETER'S TO THE FOOT-BALL GAME



OCTOBER



Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	
			1 274	2 275	3 276	4 277	
			Yom Kippur Begins				
5 278	6 279	7 280	8 281	9 282	10 283	11 284	
12 285	13 286	14 287	15 288	16 289	17 290	18 291	
	Columbus Day Thanksgiving Day (Canada)	Ntl. Dessert Day AACT Ntl. Technical Seminar, Oakbrook, IL	AACT Ntl. Technical Seminar, Oakbrook, IL	Ntl. Boss's Day		Ntl. Chocolate Cupcake Day Ntl. Sweetest Day	
19 292	20 293	21 294	22 295	23 296	24 297	25 298	
26 299	27 300	28 301	29 302	30 303	31 304		
		Ntl. Chocolate Day		Halloween Ntl. Caramel Apple Day			

In 2002, Cargill acquired Peter's Chocolate brand and embraced a long and fruitful legacy. Peter's has defined milk chocolate for over 100 years and Cargill has kept the original recipe intact for two decades — and more to come!





THEATRE
 20 FEB 17:00
 PARTERRE
 Row 03 Seat 19
 AA1234567

ADMIT ONE
 20 FEB 17:00
 AA1234567



NOVEMBER



THEATRE
 AA1234567 FULL TICKET
 DATE/TIME: 02 AUG / 18:00 CLASS A
 PARTERRE ROW 10 SEAT 15
 KEEP THE TICKET UNTIL THE END OF THE SHOW

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
						1 305 All Saints' Day
2 306	3 307	4 308	5 309	6 310	7 311	8 312
Daylight Savings Ends		Ntl. Candy Day			Ntl. Bittersweet Chocolate with Almonds Day	
9 313	10 314	11 315	12 316	13 317	14 318	15 319
		Veterans Day Remembrance Day (Canada) Ntl. Sundae Day				
16 320	17 321	18 322	19 323	20 324	21 325	22 326
23 327	24 328	25 329	26 330	27 331	28 332	29 333
30 334			Thanksgiving Day	Black Friday		Small Business Saturday



Daniel Peter dedicated the majority of his life to his love of chocolate and innovation. *“Being as it was, I did not lose courage, but I continued to work as long as circumstances allowed.”* Daniel worked in the Nestlé factory in Vevey, Switzerland until he was in his 90s.





December

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	1 335	2 336	3 337	4 338	5 339	6 340
7 341	Cyber Monday 8 342	Ntl. Day of Giving 9 343	10 344	11 345	12 346	13 347
14 348	Ntl. Chocolate Brownie Day 15 349	16 350	17 351	18 352	19 353	Ntl. Cocoa Day 20 354
21 355	Hanukkah Begins 22 356	Ntl. Chocolate Covered Anything Day 23 357	24 358	25 359	26 360	27 361
First day of Winter 28 362	29 363	30 364	Christmas Eve 31 365	Christmas Day	Kwanzaa Begins Boxing Day (Canada)	
Ntl. Chocolate Candy Day			New Year's Eve			



PETER'S[®] CHOCOLATE

150th
ANNIVERSARY



Keep up with Peter's[®] Chocolate!
See our calendar online!

THE MARK OF



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SINCE 1875

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