Other confectioners had tried to add milk to chocolate to create a smoother, sweeter blend than dark chocolate, but they had failed, because adding milk resulted in a too-liquid mix that turned rancid easily. In the early 1860s, Peter came across a new children's food that was being made from thickened milk and flour by his neighbor in Vevey, the chemist Henri Nestlé. See Nestlé. He came up with the idea of mixing Nestlé's dried milk product with chocolate powder and sugar, thereby overcoming the problems associated with using fresh milk. In 1875 his milk chocolate for drinking appeared, followed by chocolate for eating in the 1880s.

The addition of powdered milk enabled manufacturers to cut down on the proportion of expensive cocoa in their products, and also provided Peter with a new product with which to compete with more established chocolatiers, including Callier, Philippe Suchard, and Charles-Amédée Kollié.

See also CHOCOLATE, POST-COLUMBIAN.

Petit Four
See SMALL CANDIES.

PEZ are small candies that were invented in Vienna, Austria, in 1927, when Eduard Haas III created a breath mint made of pressed sugar and peppermint oil, which he advertised as “the mint of the noble society.” Haas coined the name PEZ by combining the first, third, and eleventh letters of the German word for peppermint, Pefferminz. PEZ candies were initially marketed as a product for adults, so it is not surprising that the first dispensers, which came on the market in 1949, strongly resembled cigarette lighters. In the 1950s the company continued to use casually clad pinup girls to promote its products, but once PEZ broke into the American market in 1953, the company recognized the potential in targeting children. The PEZ girls were given a more respectable look, and the dispensers (which still resembled cigarette lighters, to some extent) got character heads that pivoted back to dispense the candy. The first models sporting Mickey Mouse and Donald Duck heads appeared in 1962. Today, new dispensers hit the market every two months. PEZ is currently sold in some 80 countries around the world, with three-to-eight-year-olds being the main consumer target group.

This young target group has inspired new flavors. Orange, lemon, cherry, strawberry, and raspberry have emerged as classics. Cola was introduced in the late 1990s. Passing fads produced such flavors as pineapple, watermelon, and green apple. Peppermint, the original flavor, is available once again after a long production break.

The candy’s hallmark shape has not changed since 1927. They resemble small rectangular bricks, with rounded corners that facilitate removal from the molds after pressing. Another obvious feature is the elongated depression in the middle that makes them more chewable, because the typical PEZ lever always pops a handful into his or her mouth at once and immediately bites into them.

See also CANDY and CHILDREN’S CANDY.


Martin Hahlsreiter and Sonja Stummerer

pharmacology, the study of drugs and their effects, deals with how medicine is made and how it is delivered; in short, how to sugarcoat the bitter pill. The clichés may be hard to swallow, but the metaphors are grounded in reality: sugar is commonly used in making and administering drugs, both licit and illicit.

There is more to sugarcoating than meets the eye, or even the tongue: sealing, subcoating, smoothing, coloring, and polishing are involved in the process. Perhaps people would be less inclined to take their meds if the color were irregular, so manufacturers strive to prevent motting. Sugarcoating was proposed by a pharmacist from Chambéry named M. Calloud in 1854; the idea was to envelop medicinal substances to disguise their unpleasant taste. His recipe, perhaps inspired by a French formula for happiness (vivre d'amour et de drôle fait), consisted of flax seed, white sugar, and spring water. Later, many layers of syrups with increasing concentrations of dye were applied, a process that could take days.

A breakthrough came in 1973 with a patent for "dry edible non-toxic color lakes" of submicron-particle...