

Candy is one of the most popular things in the world today according to annual sales worldwide. Candies are available in a wide variety of textures, from soft and chewy to hard and brittle. Candy is made by dissolving sugar in water or milk. The type of candy depends on ingredients, sugar concentration, and the size of the sugar crystals, temperature, color and type of sugar used(Candy). The type of candy also depends on where you are in the world. In the US, candies tend to be sweeter than other spots of the world. The main types of candies around the world include: Jelly candies, Caramels, Chocolate, Gummies, Hard candies, Licorice, Lollipops, Chewing gums, and Cotton candy(Types).

In the United States the most popular candy is “Reeses Peanut Butter Cups”. This is a creamy peanut butter filling coated with a chocolate coating. It’s a big hit in the U.S. because of the combination of chocolate and peanut butter. The “Reeses Peanut Butter Cup” is made by “Hershey”, a company out of Pennsylvania(Iconic). The ingredients are both imported and made in the U.S.. But like most foods and things in America, most candy is imported from out of the country. Although it's imported, the candy is made for Americans being made sweeter than most other types of candy around the world. The reason that the candy is made sweeter for americans than anywhere else is because americans are much more likely to buy a candy or food item that is sweeter and/or more juicy. This isn't done in other countries because it's more expensive for companies to make and add more sugar or sweetener to(Glavan). They can sell their candy around the world at the same price, but the cost for the companies per candy item can differ based on the ingredients and adding more sugar for americans. Even though it costs companies more to add extra sugar it is extremely profitable to do so because americans have a sweet tooth and will buy the sweetest or “best” candy.

“Meiji Kinoko no Yama” (chocolate mushrooms with biscuit stems) is one of the favorites in Japan. The name is actually a description of what the candy is. This is quite common with candies from japan(The 87). This reasoning however, does not apply to “Everyburger”. “Everyburger” is a burger-shaped cookie with white chocolate "cheese" and a chocolate patty(Gallagher). Each is in individual wrappers that come in a bag or box. This is another common theme among Japanese candies. Now these bags and boxes that are used for japanese candies almost always are very colorful and loaded with phrases that can say things like; “So Sweet!” and “Best Around!”. This is done for a few reasons. One is because that it helps to grab the attention of people and to try and convince them to buy the candy. This is also done because the Japanese really appreciate art and colorful creativity. The Japanese will base their decision on what candy to buy based on the wrapper or box and what it looks like. Candy

companies know this and market their candies as being very colorful and “fun”(The 87). Japanese candy also is not nearly as sweet as American candy. This is because of import costs for sugar is a lot for Japanese candy companies. The Japanese also don't care as much as Americans on if their candy is really sweet. This is probably because they haven't been introduced to the sweeter candy culture that is in America(Types). Japanese candy is only made in Japan unlike in America where everything is mostly imported.

Now when you travel to Europe the most popular candy type is by far chocolate. Depending on where in Europe you are is what determines the type of the chocolate and what the chocolate is mixed with. Every country is a bit different. British and Swiss chocolates have a higher quality of milk, whereas Belgians use a larger amount of cacao butter, and the French are known for their very rich, bitter dark chocolates(Gallagher). This is because of the land and where the chocolate companies get their cocoa beans and other supplies like milk and butter. American chocolatiers use cocoa beans from South America while countries like The U.K. prefer to get theirs from West Africa. Different beans result in different flavors, and different flavors result in different audiences(Iconic). All of these audiences like something different in their chocolate that makes it more or less sweet, thinner or thicker and so on. This is because of the standards for chocolate in each country and what each country got used to by those standards(Candy). The U.S. requires 10% of cacao in their chocolate, while countries in Europe only consider something chocolate if it has 20% or higher. This makes for two very distinct tastes, chocolate bars in Europe tend to be darker, richer and sometimes bitter. The U.S. does make chocolate that has more than 10% cacao, which tends to be higher quality chocolate, but most commercial companies use less (Hershey Bars have about 11% cacao.)(Grenley) The chocolate can also be mixed with some different types of fruit or varieties of nuts based on if the area around targeted country has a “thing” for that nut or fruit. Some creams can be coated or mixed with chocolate too which is based on weather or not some people want a sweeter chocolate taste. The chocolate also differs when you account for the type of cocoa butter and cream you add to the ingredients. European chocolate can have a smoother, richer flavor because they use their own type of butter and cream, which has a higher fat content. The U.S. uses a lower amount of fat because their butter and cream is a different quality. Because there is less cacao in American chocolate, candy producers make up for this by using higher sugar content. This means their chocolate bars tend to be milky, light, and sweet while European chocolate is more bitter(The 87)(Candy).

