



“ADDICTED TO CHOCOLATE”

A Link Between Chocolate Addiction
and Drug Addiction in America

**GIVE ME THE
CHOCOLATE
AND NOBODY
GETS HURT**

THERE ARE THREE ESSENTIAL COMPONENTS OF ADDICTION:

- ◉ Intense craving
 - ◉ Loss of control over the object of that craving
 - ◉ Continued use or engagement despite bad consequences.
 - ◉ Several studies have shown that people can exhibit all three of these in their relationships with food.
- Published in the *Harvard Health Blog* by Dr. Michael Craig Miller.

PERSONAL TESTIMONY

- ⦿ Several members of my family have been addicted to some type of substance.
- ⦿ Most, if not all, of those family members have eaten several pounds of chocolate in their lifetimes.
- ⦿ I also struggle with craving Chocolate on occasion.

THE HISTORY OF CHOCOLATE

- ◉ **250 to 900 CE**
- ◉ The consumption of cocoa beans was restricted to the Mayan society's elite, in the form of an unsweetened cocoa drink made from the ground beans. **AD 600**
- ◉ Mayans migrate into northern regions of South America establishing earliest known cocoa plantations in the Yucatan. **14th Century**
- ◉ The drink became popular among the Aztec upper classes who usurped the cocoa beverage from the Mayans and were the first to tax the beans. The Aztecs called it "xocolatl" meaning warm or bitter liquid. **1502**
- ◉ Columbus encountered a great Mayan trading canoe in Guanaja carrying cocoa beans as cargo.

HISTORY CONTINUED...

- ◉ **1570**-Cocoa gained popularity as a medicine and aphrodisiac.
- ◉ **1765**-Chocolate was introduced to the United States when Irish chocolate-maker John Hanan imported cocoa beans from the West Indies into Dorchester, Massachusetts, to refine them with the help of American Dr. James Baker. The pair soon after built America's first chocolate mill and by 1780, the mill was making the famous BAKER'S ® chocolate.
- ◉ **1795**-Dr. Joseph Fry of Bristol, England, employed a steam engine for grinding cocoa beans, an invention that led to the manufacture of chocolate on a large factory scale.
- ◉ **1897**
- ◉ The first known published recipe for chocolate brownies appeared in the Sears and Roebuck Catalogue.

“DOES CHOCOLATE ADDICTION EXIST?” BY JANE COLLINGWOOD

- “When we eat sweet and high-fat foods, including chocolate, serotonin is released, making us feel happier. This partly explains the cravings common in seasonal affective disorder (SAD)...there are similarities between eating chocolate and drug use...”
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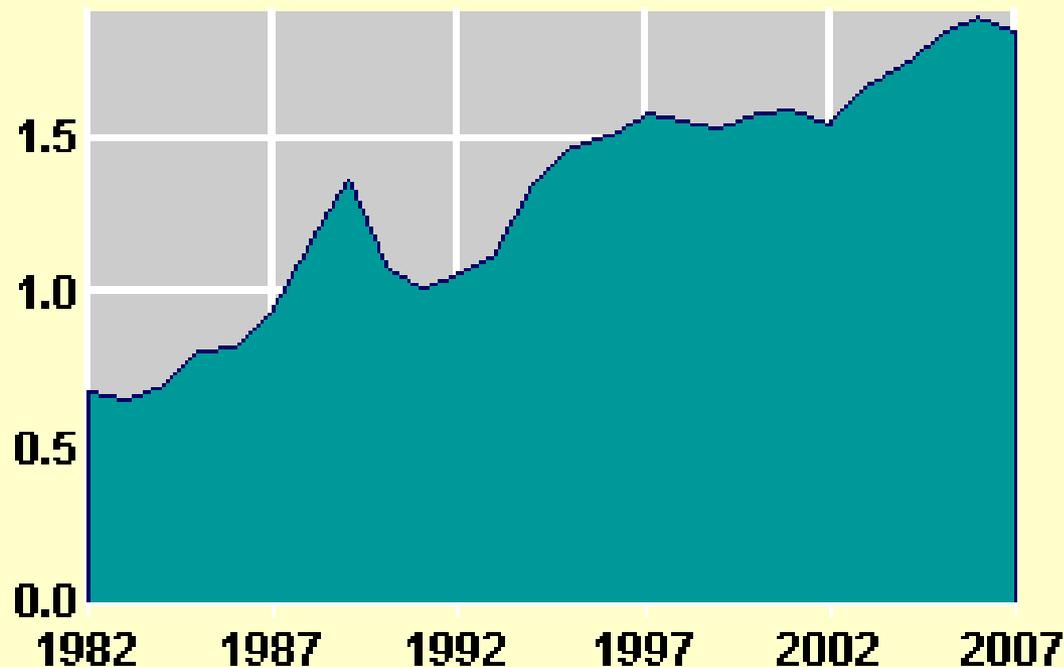
HISTORY OF DRUG ADDICTION

- Cocaine was first synthesized in 1855. It was not until 1880, however, that its effects were recognized by the medical world.

SOURCE: FBI, UNIFORM CRIME REPORTS, CRIME IN THE UNITED STATES, ANNUALLY.

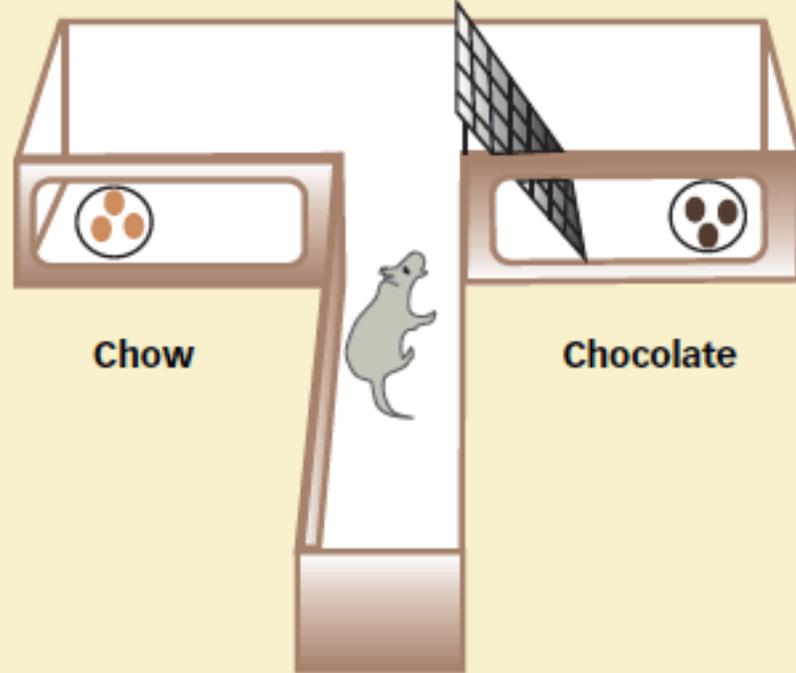
Drug abuse violation arrests, 1982-2007

Millions



SCIENTIFIC PROOF

- ◉ **Article: “Brain shows similarities between food, drug addiction” - TuscaloosaNews.com**
- ◉ **A new study from the Yale Rudd Center for Food Policy & Obesity suggests “that a chocolate milkshake and a line of cocaine might not be so different.”**



Adapted from *Cerebral Cortex* 17(2):251–260, 2007.

- A Rat's Choice: Free Chow or Work for Chocolate? In an effort-based task, rats could obtain pellets of chow by simply walking to the end of one arm of the structure, but they had to climb over a wire-mesh barrier to get to pellets of high-fat chocolate. Most rats went over the barrier, but they did so less often when they had received SB334867, a compound that blocks receptors for the neuropeptide orexin.

MORE PROOF

- ◉ The consumption of chocolate has shown interesting forms of linkage with psychiatric conditions.
- ◉ The correlation most often studied is that with depression: it has been observed that the craving for the rewards given by chocolate intensifies when depressive mood is induced... More severe depressive symptoms have been associated with higher chocolate consumption ([Rose et al., 2010](#)).



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