



**Barry Lawrence Ruderman
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**[Rare Complete Example with Game Pieces] Grand Circuit Des Capitales. Collection
Concours Du Chocolat Menier**

Stock#: 70922rd
Map Maker: Jannot
Date: 1956
Place: Paris
Color: Color
Condition:
Size: 38 x 24.5 inches
Price: \$395.00



Description:

Fine promotional map for Menier Chocolat.

This example is quite unusual, in that it includes the 120 game pieces at the bottom of the map, still attached. Most examples come w/o the game pieces.

The Menier Chocolate company was a chocolate manufacturing business founded in 1816 as a pharmaceutical manufacturer in Paris, at a time when chocolate was used as a medicinal product and was only one part of the overall business.

In 1893 the company began using advertising posters created by Firmin Bouisset featuring a little girl using a piece of chocolate to write the name Chocolat Menier on a wall or window. The small girl's sweet innocence conveyed the sweet chocolate message through her "chocolate graffiti". Firmin Bouisset's image of the little girl would be featured on Menier's packaged products as well as on promotional items such as reusable tin ware, creamers, bowls, sugar dishes, plates, canister sets, and even children's exercise books.

With their growing international presence, the Menier Chocolate Company exhibited at the 1893 World's Fair in Chicago where they were billed as the leading chocolate makers in the world.

Despite the Menier Chocolate company's strong brand recognition and an effective marketing of children's books utilizing the fables of Jean de La Fontaine, by the 1950s the industry leader in France was being swamped by its competitors, rapidly losing market share and considerable amounts of money.



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Detailed Condition: