

1 Every now and then, a plain, grey cardboard box was  
dished out to each boy in our House, and this, believe  
it or not, was a present from the great chocolate  
manufacturers Cadbury. Inside the box there were  
5 twelve bars of chocolate, all of different shapes, all with  
different fillings and all with numbers from one to twelve  
stamped underneath. Eleven of these bars were new  
inventions from the factory. The twelfth was the 'control'  
bar, one that we all knew well, usually a Cadbury's Coffee  
10 Cream bar. Also in the box was a sheet of paper with the  
numbers one to twelve on it as well as two blank columns,  
one for giving marks to each chocolate from nought to  
ten, and the other for comments.

All we were required to do in  
15 return for this splendid gift was  
to taste very carefully each bar  
of chocolate, give it marks, and  
make an intelligent comment  
on why we liked or disliked it.

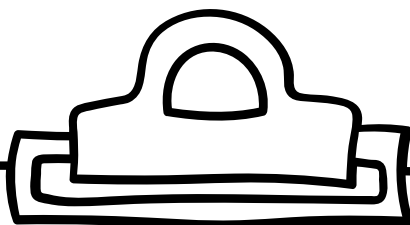
20 It was a clever stunt. Cadbury's  
were using some of the greatest  
chocolate-bar experts in the  
world to test out their new  
inventions. We were of a

25 sensible age, between thirteen  
and eighteen, and we knew intimately every chocolate  
bar in existence, from the Milk Flake to the Lemon  
Marshmallow. Quite obviously our opinions on anything  
new would be valuable. All of us entered into this game  
30 with great gusto, sitting in our studies and nibbling each  
bar with the air of connoisseurs, giving our marks and  
making our comments. 'Too subtle for the common  
palate' was one note that I remember writing down.



#### Glossary

**House** many UK boarding schools are divided into 'Houses' and each student belongs to one; Houses may compete with one another in sports and other activities, thus providing a focus for group loyalty  
**with great gusto** (*old-fashioned*) with enthusiasm and energy



For me the importance of all this was that I began to  
35 realize that the large chocolate companies actually did  
possess inventing rooms and they took their inventing  
very seriously. **I used to picture** a long white room  
like a laboratory, with pots of chocolate and fudge  
and all sorts of other delicious fillings bubbling away  
40 on the stoves, while men and women in white coats  
moved between the bubbling pots, tasting and mixing  
and concocting their wonderful new inventions.

**I used to imagine** myself working in one of these labs,  
and suddenly I would come up with something so  
45 unbearably delicious that I would grab it in my hand  
and go rushing out of the lab and along the corridor  
and right into the offices of the great Mr Cadbury  
himself. 'I've got it, Sir,' I would shout, putting the  
chocolate in front of him. 'It's fantastic! It's fabulous!  
50 It's marvellous! It's irresistible!' Slowly the great man  
would pick up my newly-invented chocolate and he  
would take a small bite. He would roll it round his  
mouth. Then all at once he would leap from his chair  
crying, 'You've got it! You've done it! It's a miracle!' He  
55 would slap me on the back and shout, 'We'll sell it by  
the million! We'll sweep the world with this one! How  
on earth did you do it? Your salary is doubled.'

It was lovely dreaming those dreams, and I have  
no doubt at all that thirty-five years later, when

60 **I was looking for** a plot for my second  
book for children, **I remembered**  
those little cardboard boxes and  
the newly-invented chocolates  
inside them, and **I began** to  
65 write a book called *Charlie and  
the Chocolate Factory*.

#### Glossary

**fudge** /fʌdʒ/ a type of soft, brown  
sweet made from sugar, butter,  
and milk

