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Southern Cultural Heritage
FOUNDATION

PRESS RELEASE

FOR IMMEDIATE RELEASE

July 15, 2016

SCHF welcomes Susan Benjamin for a “Talk and Tasting” of *Sweet as Sin: “The Unwrapped Story of How Candy Became America’s Favorite Pleasure.”*

(VICKSBURG, MS) Join us in the SCHF Auditorium on **Thursday, August 4th at 6:00 p.m.**, as we welcome Susan Benjamin for a talk and tasting on her book *Sweet as Sin: “The Unwrapped Story of How Candy Became America’s Favorite Pleasure”*, and a book signing. Admission is only \$5/adults and \$2/children (12 and under), which covers your candy tasting.

Readers with an interest in the history of food and Americana will savor this cultural history.

There’s more to candy than its sugary taste. As this book shows, candy has a remarkable history, most of it sweet, some of it bitter. The author, a food historian and candy expert, tells the whole story—from the harvesting of the marshmallow plant in ancient Egypt to the mass-produced candy innovations of the twentieth century. Along the way, the reader is treated to an assortment of entertaining facts and colorful characters. These include a deposed Mexican president who ignited the modern chewing gum industry, the Native Americans who created pemmican, an important food, by mixing fruit with dried meat, and the little-known son of a slave woman who invented the sugar-processing machine still in use today.

Susan Benjamin traces people’s changing palate over the centuries as roots, barks, and even bugs were savored as treats. She surveys the many uses of chocolate from the cacao bean enjoyed by Olmec Indians to candy bars carried by GIs in World War II. She notes that many candies are associated with world’s fairs and other major historical events.

Fun and informative, this book will make you appreciate the candy you love even more by revealing the fascinating backstory behind it.



Susan Benjamin is a candy historian and owner of the nation’s only historic candy stores located in Historic Harpers Ferry, WV, and Fredrick, Maryland. She has been featured on numerous media outlets including Fox News, Voice of America, the *Sacramento Bee*, the *Pittsburgh Press*, and other newspapers, blogs, and radio programs. Currently being considered to host a major network television program on historic candy, she is also working with a veteran PBS producer to create a YouTube channel on the topic. She regularly speaks at museums, business meetings, historical societies, and other events. The author of nine books, Benjamin is also a journalist, former college professor and radio show host, and a member of the Culinary

Historians of Washington.

Please join us as we welcome **Susan Benjamin** for a presentation and book signing of *Sweet as Sin: “The Unwrapped Story of How Candy Became America’s Favorite Pleasure”* on **Thursday, August 4th, 2016 at 6:00pm** in the SCHF Auditorium. Admission is \$5/adults and \$2/children (12 and under). For more information, please call the SCHF office at 601.631.2997.