# An American couple’s TikTok tasting sparks debate over Cadbury’s Bournville chocolate



An American couple’s foray into British confectionery has sparked lively discussion among social media users, particularly surrounding Cadbury's Bournville chocolate. Brianna Sky Morton and her husband Thomas, who relocated to the UK in 2022, posted a video attempting the beloved dark chocolate, which has been a staple in British culture since its inception in 1908. The Bournville chocolate bar, named after the renowned factory where it was produced, is notable for its 32 percent cocoa content, striking a balance between dark and milk chocolate.

In their TikTok clip, the couple shared their differing reactions: while Thomas enjoyed the chocolate, noting that "dark chocolate is supposed to be healthy too," Brianna's initial impression was less enthusiastic, leading to a wonderfully candid exchange about their palates. She remarked, “It is so different. It's not bad; it just really took me by surprise.” The interaction resonated with their audience, with the video generating over 17,000 views—a reflection of their growing influence, as they have amassed more than 54,000 followers on social media platforms.

The couple's reactions prompted a wave of commentary from British viewers, many of whom expressed dismay at what they perceived as a misunderstanding of Bournville's culinary role. While some insisted that Bournville should primarily be used for baking—such as in dark chocolate mousse—others came to the couple's defence. Notably, a user suggested that Bournville can indeed be savoured on its own, demonstrating the varied perspectives on this long-standing treat.

Bournville, with its rich history, reflects a broader narrative about Cadbury's impact on British life. Established by George Cadbury in 1879, the Bournville factory was envisioned as a "factory in a garden," aimed at enhancing workers' living conditions through the creation of a model village. This ideal not only prioritised green spaces but also fostered a sense of community, setting a precedent for worker welfare that resonates even today. Cadbury's commitment to quality and ethical sourcing continues with their focus on sustainable cocoa production, enhancing the appeal of products like Bournville.

The beloved chocolate has expanded beyond its original format, with variants such as orange, mint crisp, and rum and raisin, tailoring to a diverse audience. This variety contributes to its unique standing within the British confectionery market, making it a topic of both personal preference and cultural significance. As one user pointed out, the rum and raisin variant could be essential for a true Bournville experience, indicating that even within the realm of chocolate, there are regional distinctions that shape taste.

Brianna’s social media journey has also exposed her to the intricacies of British slang and culture, leading to amusing misunderstandings that further engage her followers. Her commentary on terms like "busking" and “chinwag” highlights the cultural nuances that can challenge newcomers. The interactive nature of social media serves not only as entertainment but also as a platform for cultural exchange, bridging the gap between different ways of life.

As Brianna and Thomas continue to explore British treats, their experiences invite a broader conversation about how food is intertwined with identity and tradition. Cadbury's Bournville not only serves as a chocolate bar but as a cultural symbol, rich in history and community spirit, reflecting the ongoing interplay between tradition and modernity.

## Reference Map:

* Paragraph 1 – [[1]](https://www.dailymail.co.uk/travel/article-14765433/Americans-living-UK-Cadburys-Bournville-Brits-big-mistake.html?ns_mchannel=rss&ns_campaign=1490&ito=1490), [[2]](https://www.cadbury.co.uk/about/history/our-story/), [[3]](https://www.bbc.com/news/articles/ck79gygry3lo)
* Paragraph 2 – [[1]](https://www.dailymail.co.uk/travel/article-14765433/Americans-living-UK-Cadburys-Bournville-Brits-big-mistake.html?ns_mchannel=rss&ns_campaign=1490&ito=1490), [[5]](https://www.bbc.com/news/uk-england-birmingham-68678951)
* Paragraph 3 – [[2]](https://www.cadbury.co.uk/about/history/our-story/), [[5]](https://www.bbc.com/news/uk-england-birmingham-68678951), [[6]](https://www.business-live.co.uk/economic-development/114-years-on-george-cadburys-7857178)
* Paragraph 4 – [[1]](https://www.dailymail.co.uk/travel/article-14765433/Americans-living-UK-Cadburys-Bournville-Brits-big-mistake.html?ns_mchannel=rss&ns_campaign=1490&ito=1490), [[7]](https://www.mishry.com/cadbury-bournville-chocolate-bars-review/)
* Paragraph 5 – [[1]](https://www.dailymail.co.uk/travel/article-14765433/Americans-living-UK-Cadburys-Bournville-Brits-big-mistake.html?ns_mchannel=rss&ns_campaign=1490&ito=1490), [[6]](https://www.business-live.co.uk/economic-development/114-years-on-george-cadburys-7857178)

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## Bibliography

1. <https://www.dailymail.co.uk/travel/article-14765433/Americans-living-UK-Cadburys-Bournville-Brits-big-mistake.html?ns_mchannel=rss&ns_campaign=1490&ito=1490> - Please view link - unable to able to access data
2. <https://www.cadbury.co.uk/about/history/our-story/> - This official Cadbury UK page details the company's history, including the establishment of the Bournville factory in 1879. It describes how George Cadbury envisioned a 'factory in a garden' and developed a model village for workers, emphasizing the creation of green spaces and improved living conditions. The page also highlights the expansion of Bournville into a community with recreational facilities and the introduction of innovative practices like the Saturday half-day off work.
3. <https://www.bbc.com/news/articles/ck79gygry3lo> - An article from the BBC celebrating Cadbury's 200th anniversary, discussing key milestones in the company's history. It covers the opening of the Bournville factory in 1879, the development of the Bournville model village for workers, and the introduction of products like Dairy Milk and Milk Tray. The piece also touches on Cadbury's expansion into international markets and its evolution into a leading confectionery company.
4. <https://www.theguardian.com/business/2009/sep/07/cadbury-history-chocolate-confectionery> - This article from The Guardian provides a comprehensive history of Cadbury, including the opening of the Bournville factory in 1879. It discusses the company's growth, product innovations like Dairy Milk and Milk Tray, and its mergers and acquisitions over the years. The piece also covers the challenges faced by Cadbury, such as the salmonella outbreak in 2007 and the hostile takeover by Kraft in 2009.
5. <https://www.bbc.com/news/uk-england-birmingham-68678951> - A BBC News report on Cadbury's Bournville plant, highlighting its significance as the 'home and the heart' of the business. The article discusses the plant's role in Cadbury's 200th anniversary celebrations, its status as a Global Centre of Excellence for chocolate research and development, and the company's investment in the UK business. It also touches on the plant's history and its importance to the local community.
6. <https://www.business-live.co.uk/economic-development/114-years-on-george-cadburys-7857178> - An article from Business Live discussing the legacy of George Cadbury's Bournville model village. It explores the principles behind the village's creation, including mixed communities and distinctive yet homely housing designs. The piece also highlights the community's high satisfaction levels and the ongoing relevance of Bournville's design principles in addressing modern housing challenges.
7. <https://www.mishry.com/cadbury-bournville-chocolate-bars-review/> - A detailed review of Cadbury Bournville chocolate bars, examining variants like Raisin & Nut and 70% Dark. The review assesses aspects such as packaging, taste, sweetness, and cocoa content. It also discusses the use of sustainably sourced cocoa and provides insights into the product's appeal to different consumer preferences, including those seeking a less sweet dark chocolate experience.