

A	The business continued to prosper, and John needed to expand yet again.
B	They hoped for something better which supported their Quaker beliefs.
C	Workers also had access to playgrounds and swimming pools.
D	His Quaker beliefs meant that he did not believe in drinking alcohol.
E	The popularity of their products continued to grow but so did the competition.
F	They then began trading under the name of Cadbury Brothers.

Cadburys

In 1824, John Cadbury opened his first shop in Bull Street, Birmingham where he began selling tea, coffee and cocoa. He thought this was the cause of many problems in the country at the time. By selling these goods he thought he could encourage people to drink other beverages.

John's products were expensive at the time, but despite this they became very popular and the business soon outgrew the high street shop. In 1831, he bought a larger warehouse in Crooked Lane, Birmingham, to cope with the growing demand for his products. Chocolate became more and more popular and by 1842, John Cadbury was selling 16 different varieties of drinking chocolate.

In 1847, he rented a much larger factory in Bridge Street where he formed a partnership with his brother, Benjamin. This new site was linked to the extensive canal system in the city which allowed them to transport their goods around the country.

A rival company, Fry's of Bristol, was also expanding and in 1847 they made the first ever chocolate bar ahead of Cadbury!

This chocolate bar would not have been like the chocolate we eat today and would have been very bitter. However, it was still a massive breakthrough as the ingredients meant that it could be moulded into different shapes.

In 1866, Cadbury's began to manufacture their own milk chocolate bars like Fry's. The business continued to grow. With so many workers, the Bridge Street factory became too small and they needed a new site. By now the business was being run by John Cadbury's sons, Richard and George. Richard and George had a special vision of the future and did not want squalid working conditions for their workers.

The brothers bought a large piece of land in 1878 and called their site 'Bournville'. As part of their dream, the brothers went on to build high-quality homes for their workers, providing gardens in which to grow their own food. This meant a very good standard of living which factory workers were not used to Victorian Britain.