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# Why do We Love Chocolate?

An 1100 BC old brownish substance; derived mainly from cocoa has been winning hearts all over the world even today. Chocolate is not just a sweet edible thing anymore. It has almost become an international culture. Not getting into the complex details of chocolate's history, this article is simply about how and why has chocolate made through centuries and managed to be the favourite of so many people across the globe. Out of hundreds of different forms and varieties of chocolates available; the focus of discussion here, is the one which is more popularly known by the name 'chocolate bars'.



Here are top five factors which enable chocolates' huge favouritism...

## Reason#1 The kick



Chocolates chemically constitute high amounts of Theobromine and Phenylethylamine which are considered to be playing a vital role in releasing compounds called 'endorphins'; which generate a feel-good effect. Chocolates are also considered helpful in fighting stress and depression to some extent. This 'good kick' to our moods, is one of the very important reasons for the chocolate-mania.

## Reason#2 Easy Portability

Chocolates are really easy to carry around. Moreover, their packaging makes it easier for us to store them for longer durations. Also, unlike the temperature dependent options like ice-creams and candies; chocolates can be easily kept under wider temperature ranges without any extra supporting gadgets. This over-all increase the global presence as well as demand of chocolates.



### Reason#3 Sufficiency



Another plus point is that chocolate is something which doesn't need any accessory item to be consumed with. As in the case of fast-food items like burgers or French-fries, which are preferably consumed with soft drinks. As a result; chocolates are pretty sufficient diet, which makes them more consumer-friendly!

### Reason#4 The Prize Effect

Since the very childhood, chocolate is the most commonly known token of any victory or task accomplishment. From such an early age, the subconscious mind starts relating victory and hard-work with chocolate. This further glamorizes the chocolates and makes them a dream destination in many cases.



### Reason#5 The Girls



Last but not the least; the favouritism of chocolates among the girls is another major reason boosting up the chocolate fever. The very curiosity of exploring the mystery behind the girls going crazy for chocolates; inspires a lot of 'chocolate-neutral' guys to try it out. Ultimately, as they aren't that bad in taste, the male fans of chocolates increase. However, cigarettes and bears decrease the chances in some cases.