

See also CHESTNUTS; FLOWER WATERS; FRIED DOUGH; MARZIPAN; PUDDING; SPICES; and TOFFEE.

Batmanglij, Najmeh. *Food of Life: Ancient Persian and Modern Iranian Cooking and Ceremonies*. 4th ed. Washington, D.C.: Mage, 2011.

Nasrallah, Nawal. *Annals of the Caliphs' Kitchens: Ibn Sayyār al-Warrāq's Tenth-Century Baghdadi Cookbook*. Leiden, The Netherlands: Brill, 2005. See pp. 374–432.

Unvala, J. M., trans. *Husrau i Kavātān u rētak ē, The Pahlavi Text "King Husrau and His Boy."* Paris: Geithner, 1921.

Charles Perry

Perugina is an Italian chocolatier and confectionery based in Perugia (Umbria), Italy, whose most famous product is a hazelnut-filled chocolate called Baci. The company was founded in 1907, but since 1988 it has belonged to the Swiss-based multinational food and beverage company Nestlé. See **NESTLÉ**.

The name "Perugina" (feminine form of the adjective "Perugian") is shorthand for the company's original full name: *Società Perugina per la Fabbricazione dei Confetti* (Perugian Company for the Manufacture of Confections). This company was founded by four partners, including Francesco Buitoni, son of the founder of the Buitoni food company. In the 1920s, the Buitoni family extended its control over Perugina, with the Buitoni and Perugina companies remaining in close association until their sale in 1988 (principally to Nestlé). Both Buitoni and Perugina expanded internationally in the 1930s, first to France, and then to the United States, with further expansion after World War II.

Perugina produces a wide range of confections, including chocolate drink mixes, ice cream bars and cones, seasonal baked goods (panettone, colomba), and caramels ("Rossana"), but chocolates remain the core of the business. Of these, the Baci ("kisses") are the most popular. They are made of dark chocolate (now also of white chocolate) in which hazelnut bits and a whole hazelnut are embedded. The packaging of individual Baci is particularly distinctive and attractive: each is wrapped in blue and silver foil, beneath which is a slip of paper with a proverb or aphorism about love or friendship written on it, translated into five languages.

See also CHOCOLATE, LUXURY and ITALY.

Perugina. "La Storia." <http://www.perugina.it/storia> (accessed 15 December 2013).

Anthony F. Buccini

Peter, Daniel (1836–1919), created milk chocolate in 1875, an innovation that laid the groundwork for the worldwide success of the Swiss chocolate industry. A butcher's son who worked as a candle maker in Vevey, Switzerland, Peter married Fanny Cailler, the eldest daughter of François-Louis Cailler, founder of one of the first chocolate factories in Switzerland, in 1863. As the candle-making trade faltered, due to the introduction of kerosene in Switzerland, he subsequently opened his own small chocolate factory.



Daniel Peter, the inventor of milk chocolate, called his product "Gala Peter," combining his name and the Greek word for "milk." This poster from around 1900 uses a depiction of two Berber men and a camel in the desert to suggest the keeping power of Peter's chocolate. Made from Nestlé's dried milk powder, Gala Peter did not spoil.

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Other confectioners had tried to add milk to chocolate to create a smoother, sweeter blend than dark chocolate, but they had failed, because adding milk resulted in a too-liquid mix that turned rancid easily. In the early 1860s, Peter came across a new children's food that was being made from thickened milk and flour by his neighbor in Vevey, the chemist Henri Nestlé. See **NESTLÉ**. He came up with the idea of mixing Nestlé's dried milk product with chocolate powder and sugar, thereby overcoming the problems associated with using fresh milk. In 1875 his milk chocolate for drinking appeared, followed by chocolate for eating in the 1880s.

The addition of powdered milk enabled manufacturers to cut down on the proportion of expensive cocoa in their products, and also provided Peter with a new product with which to compete with more established chocolatiers, including Cailler, Philippe Suchard, and Charles-Amédée Kohler.

See also CHOCOLATE, POST-COLUMBIAN.

Freedman, Paul, ed. *Food: The History of Taste*. Berkeley: University of California Press, 2007.

Elizabeth Field

petit four

See SMALL CAKES.

PEZ are small candies that were invented in Vienna, Austria, in 1927, when Eduard Haas III created a breath mint made of pressed sugar and peppermint oil, which he advertised as "the mint of the noble society." Haas coined the name PEZ by combining the first, third, and eleventh letters of the German word for peppermint, *Pfefferminze*. PEZ candies were initially marketed as a product for adults, so it is not surprising that the first dispensers, which came on the market in 1949, strongly resembled cigarette lighters. In the 1950s the company continued to use scantily clad pinup girls to promote its products, but once PEZ broke into the American market in 1953, the company recognized the potential in targeting children. The PEZ girls were given a more respectable look, and the dispensers (which still resembled cigarette lighters to some extent) got character heads that pivoted back to dispense the candy. The first models sporting Mickey Mouse and Donald Duck

heads appeared in 1962. Today, new dispensers hit the market every two months. PEZ is currently sold in some 80 countries around the world, with three- to eight-year-olds being the main consumer target group.

This young target group has inspired new flavors. Orange, lemon, cherry, strawberry, and raspberry have emerged as classics. Cola was introduced in the late 1990s. Passing fads produced such flavors as pineapple, watermelon, and green apple. Peppermint, the original flavor, is available once again after a long production break.

The candy's hallmark shape has not changed since 1927. They resemble small rectangular bricks, with rounded corners that facilitate removal from the molds after pressing. Another obvious feature is the elongated depression in the middle that makes them more chewable, because the typical PEZ lover always pops a handful into his or her mouth at once and immediately bites into them.

See also CANDY and CHILDREN'S CANDY.

PEZ. "History: From 1927 until Today..." <http://www.pez.at/en/Company/History> (accessed 3 October 2014).

Martin Hablesreiter and Sonja Stummerer

pharmacology, the study of drugs and their effects, deals with how medicine is made and how it is delivered; in short, how to sugarcoat the bitter pill. The clichés may be hard to swallow, but the metaphors are grounded in reality: sugar is commonly used in making and administering drugs, both licit and illicit.

There is more to sugarcoating than meets the eye, or even the tongue: sealing, subcoating, smoothing, coloring, and polishing are involved in the process. Perhaps people would be less inclined to take their meds if the color were irregular, so manufacturers strive to prevent mottling. Sugarcoating was proposed by a pharmacist from Chambéry named M. Calloud in 1854; the idea was to envelop medicinal substances to disguise their unpleasant taste. His recipe, perhaps inspired by a French formula for happiness (*vivre d'amour et d'eau fraîche*), consisted of flax seed, white sugar, and spring water. Later, many layers of syrups with increasing concentrations of dye were applied, a process that could take days.

A breakthrough came in 1973 with a patent for "dry edible non-toxic color lakes" of submicron-particle