

the company has repeatedly faced controversy. In addition to criticism surrounding nutrition-based health issues, including the undeclared use of GMO products, Nestlé has been accused of price fixing, raising infant mortality in third-world countries through the promotion of its baby formula, commercializing natural water supplies in the form of bottled water, tolerating deforestation, and turning a blind eye to child labor.

Schwarz, Friedhelm. *Nestlé: The Secrets of Food, Trust and Globalization*. Toronto: Key Porter, 2006.

Ursula Heinzelmann

The **Netherlands**, situated along the North Sea opposite Great Britain, have always been strong in trade. Sugar was imported in medieval times, mainly from Italy and Portugal. Products made with sugar, such as *suikerbrood* (cinnamon bread, literally “sugar loaf”), were well liked but expensive; they were consumed especially during public holidays. Because of their expertise, Dutch confectioners were invited in 1514 to work at the court of Maximilian I, emperor of the Holy Roman Empire, and in 1522 at the court of Ferdinand I, archduke of Austria. See COURT CONFECTIONERS.

The Dutch established trading relations with overseas countries in the seventeenth century. In Surinam and the islands of the Caribbean, in particular, they developed their own sugar plantations. See PLANTATIONS, SUGAR. Raw sugar was refined in Amsterdam. Around 1660, Amsterdam boasted more than 50 refineries, about as many as in the rest of Europe. Cane sugar became an important export product. Although the price of sugar went down in the domestic market, it remained a luxury item. Sugar and imported spices resulted in new kinds of pastry, such as gingerbread: *peperkoek*, literally “pepper cake,” and *kruidkoek*, “spice cake,” the predecessors of the typically Dutch honey cake (*ontbijtkoek*). See GINGERBREAD.

Public Holidays and Feast Days

The Dutch added luster to public celebrations by baking all manner of delicacies, and they took this custom with them when they fanned out to other continents in the seventeenth century. On New Year’s Eve, Dutch immigrants in the United States baked *koekjes*, *wafels*, and *krulkoeken*. The Americans ad-

opted these delicacies as *cookies*, *waffles*, and *crullers*. Elsewhere, Dutch names for various types of pastry were taken over as well. For example, the name *krakeling* (cracknels) stuck in France and Indonesia, and *wafel* (waffle) in Germany, Scandinavia, and Russia.

The most popular Dutch feast day, celebrated since the seventeenth century, is the feast of St. Nicholas (*Sinterklaas*). This holiday was brought to the United States by the Dutch, where *Sinterklaas* developed into Santa Claus. Dutch children were (and are) given sweets like marzipan (*marsepein*), fondant (*borstplaat*), gingerbread men (*speculaaspoppen*), and spiced biscuits (*speculaasjes*). See GINGERBREAD; MARZIPAN; and SPECULAAS. St. Nicholas distributes spice nuts (*pepernoten*), ginger nuts (*kruidnoten*), gingerbread (*taaitaai*), meringues (*schuimpjes*), and confectionery (*suikergoed*). In the nineteenth century, the custom of consuming pastry and chocolate shaped in the form of letters—*amandelletters*, *banketletters*, *boterletters*, and *chocoladeletters*—was introduced for St. Nicholas Day.

Cookies of All Sorts

Over the course of the eighteenth century, the price of sugar dropped still further, which made sweets more affordable for increasing numbers of people. It became customary to fill pastry with almond paste, called *banket*. A fashion arose for serving coffee and tea, sweetened with sugar and accompanied by cookies or pastry, at home. In the nineteenth century a switch from cane sugar to industrially produced, cheaper beet sugar took place, resulting in an increase in sweets consumption and the production of all kinds of new products, each of which had its own name. See SUGAR BEET. From 1900 on, specialized factories were set up to manufacture a wide assortment of cookies, including *bastognekoeken*, *bitterkoekjes*, *eierkoeken*, *gevulde koeken*, *janhagel*, *jodenkoeken*, *lange vingers*, *makronen*, *mariakaakjes*, *pindarotsjes*, and *roze koeken*—each made with distinct ingredients and methods.

Seeing in the New Year traditionally entails preparing deep-fried doughnut balls (*oliebollen*), apple turnovers (*appelflappen*), and apple fritters (*appelbeignets*). Christmas festivities include eating almond pastry rolls (*banketstaven*), Christmas loaves (*kerstbroden*, *kerststollen*), Christmas cookies (*kerstkransjes*), and turban-shaped cakes called *tulbanden*. See CHRISTMAS.

Confectionery

During the Middle Ages, children were given sugar balls on special occasions, but specialized types of sweets date only to the end of the eighteenth century. The best known are bull's eyes (*babbelaars* or *toverballen*), marshmallows (*spekjes*), dolly-mixture (*tumtum*), and acid drops (*zuurballen* or *zuurtjes*). Fairground attractions include cinnamon sticks (*kaneelstokken*), nougat (*noga*), cotton candy (*sui-kerspinnen*), and sticks of rock sugar (*zuurstokken*). See FAIRS. A typical Dutch custom, known since the late eighteenth century, is to offer people rusks with aniseed comfits (*beschuit met muisjes*) on the birth of a child: blue ones for a boy and pink for a girl. See COMFIT.

Thanks to Dutch innovations in the eighteenth and nineteenth centuries, chocolate became available in the form of tablets, slabs, and bars. In the late eighteenth century, Caspar Flick's Amsterdam chocolate factory began manufacturing chocolates that are still called *flikjes*. In 1828 the Dutchman Casparus van Houten Sr. took out a patent for an inexpensive way to separate the fat from cocoa beans, which boosted the production of chocolate products. See COCOA and VAN HOUTEN, COENRAAD JOHANNES. In 1907 the Dutch firm of Kwatta produced the first wrapped chocolate bar, which was intended for the army. The best-known names of chocolate bars were *Kwatta* and *Koetjesreep*, literally "cow-bar," a kind of imitation chocolate bar with a cow on the wrapper. These Dutch products have now been replaced by international brands like Mars, Snickers, and M&M's. But Dutch youngsters still relish a bread topping called *hagelslag*, chocolate sprinkles, which dates back to the beginning of the twentieth century. See SPRINKLES.

A typical Dutch product is licorice (*drop*), a delicacy in the Netherlands since the eighteenth century. The Netherlands is currently the largest licorice-producing nation in the European Union. There is a wide selection of sweet and salty types, and a corresponding variety of names, mostly based on the taste, such as *anijsdrop* and *laurierdrop* (aniseet and bay-leaf flavored), or on the form, such as *muntdrop* and *veterdrop* (coin or shoestring-shaped). See LICORICE.

Desserts

In the beginning of the nineteenth century, people began to mark the end of a meal by eating a simple

sweet dessert, which was given the Dutch name of *toetje* ([little] afters). Of the many possible offerings, a typical selection might include *lammetjespap* or *zoetepap* (meal pap), *griesmeelpudding* (semolina pudding), *havermoutpap* (oatmeal porridge), *karne-melkspap* (buttermilk mush), *rijstepap* (rice pudding), and *watergruwel* (gruel). In the 1960s and 1970s, all segments of the population got into the habit of ending dinner with a ready-made dairy dessert. The Dutch Dairy Board strongly promoted a variety of dairy products like *vla* (custard), pudding, and yogurt in various flavors, sold in cartons that could be kept fresh in the fridge. Since then a multitude of varieties of this typically Dutch dessert have been produced, with continually changing names.

See also COLONIALISM; CONFECTION; CUSTARD; DOUGHNUTS; FRIED DOUGH; HOLIDAY SWEETS; NOUGAT; PUDDING; and SUGAR REFINERIES.

Burema, Lambertus. *De voeding in Nederland van de Middeleeuwen tot de twintigste eeuw*. Assen, The Netherlands: Van Gorcum, 1953.

Jobse-van Putten, Jozien. *Eenvoudig maar voedzaam: Cultuurgeschiedenis van de dagelijkse maaltijd in Nederland*. Amsterdam: SUN, 1995.

Van der Sijs, Nicoline. *Chronologisch woordenboek van het Nederlands: De ouderdom en herkomst van onze woorden en betekenissen*. Amsterdam: Veen, 2001.

Van der Sijs, Nicoline. *Cookies, Coleslaw, and Stoops: The Influence of Dutch on the North American Languages*. Amsterdam: Amsterdam University Press, 2009.

Van Otterloo, Anneke H. *Eten en eetlust in Nederland (1840–1990): Een historisch-sociologische studie*. Amsterdam: Bert Bakker, 1990.

Nicoline van der Sijs; translated by Frits Beukema

neuroscience, the study of the human nervous system, offers a number of intriguing insights into the perception of sweetness. Sweetness is one of the most important sensory signals for our brain to detect, typically signaling calories, which are essential for energy and growth. While sweetness can be detected (or sensed) only by a certain class of taste buds in the oral cavity (concentrated primarily on the tongue), the neuroscience evidence demonstrates just how important the integration of cues from every one of our senses is to the perception of how sweet something tastes (to us) and also how much we happen to like the experience. See SWEETNESS PREFERENCE.

Taste buds sensitive to sweetness can be found all over the tongue but tend to be concentrated around the tip. The taste buds transmit information to the