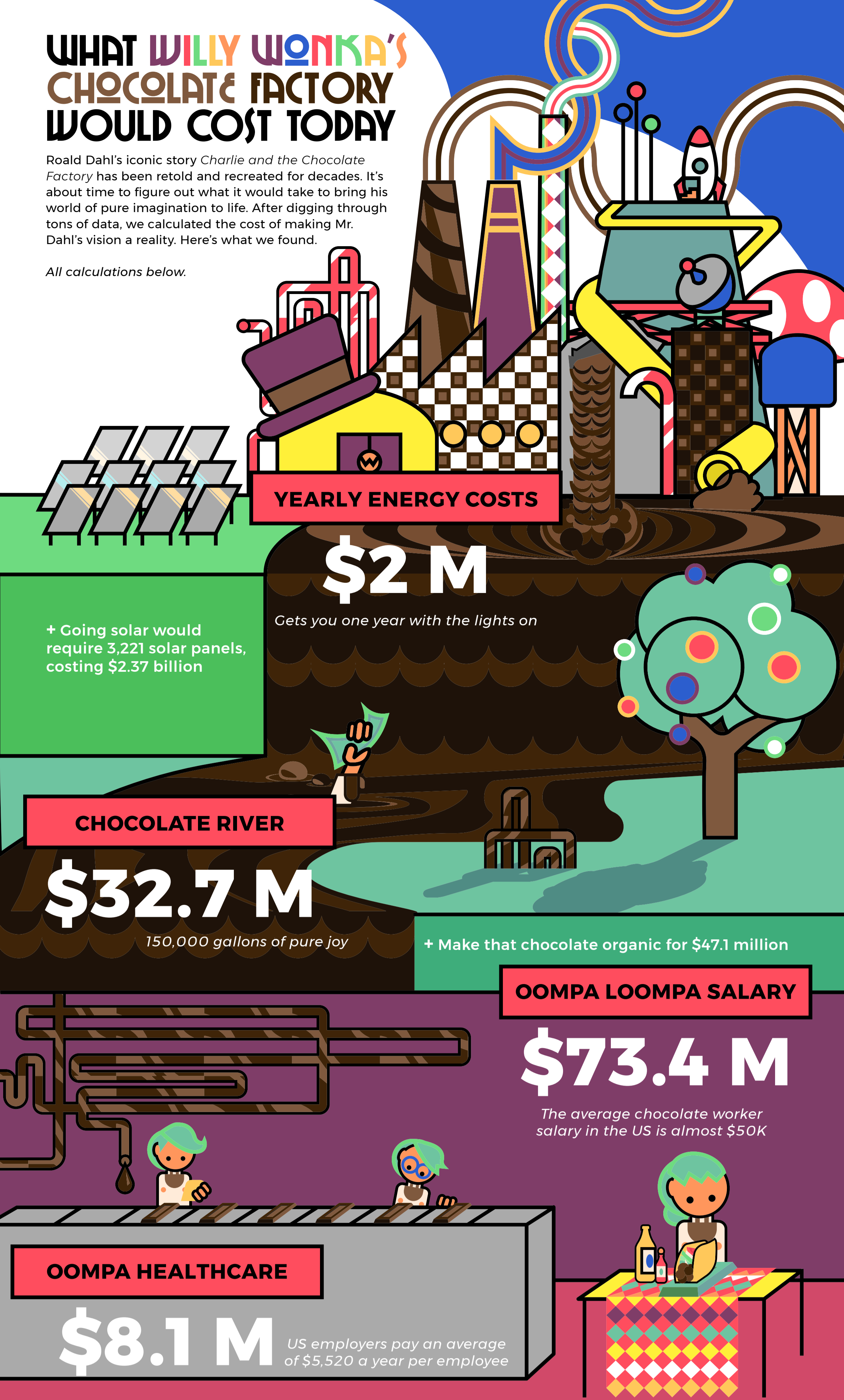


WHAT WILLY WONKA'S CHOCOLATE FACTORY WOULD COST TODAY

Roald Dahl's iconic story *Charlie and the Chocolate Factory* has been retold and recreated for decades. It's about time to figure out what it would take to bring his world of pure imagination to life. After digging through tons of data, we calculated the cost of making Mr. Dahl's vision a reality. Here's what we found.

All calculations below.



YEARLY ENERGY COSTS

\$2 M

Gets you one year with the lights on

+ Going solar would require 3,221 solar panels, costing \$2.37 billion

CHOCOLATE RIVER

\$32.7 M

150,000 gallons of pure joy

+ Make that chocolate organic for \$47.1 million

OOMPA LOOMPA SALARY

\$73.4 M

The average chocolate worker salary in the US is almost \$50K

OOMPA HEALTHCARE

\$8.1 M

US employers pay an average of \$5,520 a year per employee

+ Taco Tuesdays! Two tacos and a beer for 1,475 workers will get you a \$25,075 bill

EDIBLE WALLPAPER

\$2,652

A company in London actually made lickable wallpaper in 2012

an average goose egg weighs 144g

GOLDEN GOOSE EGG

\$6,032

+ Gold not your style? Try a diamond egg for \$7.92 million

FLYING GLASS ELEVATOR

\$109 M

Did you know you can buy a rocket online?

+ When it comes to rockets, go big or go home. If you strap Elon Musk's SpaceX BFR to an elevator instead, you'll end up with a \$10 billion bill

WHAT WILLY WONKA'S CHOCOLATE FACTORY WOULD COST TODAY

•TOTAL COMPANY WORTH \$21.5 Billion

Considering the brand recognition and variety of products, we've put Mr. Wonka's company on par with chocolate giant Cadbury. In 2010, Kraft Foods acquired Cadbury for \$19 billion. Add in inflation over the last several years and you get a total company valuation of \$21,492,214,638.96.

•FACTORY ENERGY COSTS \$2 Million / Year

Recently, a Nestle factory in the UK disclosed the monetary savings associated with changing some of their equipment. They stated this change represented 8% of its total power requirement and saved them \$157,000 a year. That means their yearly costs come to a total of \$1,962,500.

+3,220 SOLAR PANELS TO GO GREEN \$2.37 Billion

The US Energy Information Administration shows the average monthly energy consumption of factories is 98,391 kWh per month. That means they use 1,180,692 kWh per year. Approximately 30 solar panels will get you 11,000 kWh/year, so you'll need 3,221 solar panels to keep the factory running. The cost of a system providing 5kw starts at \$10,045, so a factory with over a million kWh usage would total over \$2 billion.

•CHOCOLATE RIVER \$32.6 Million

The chocolate river doesn't just need 150,000 gallons of chocolate (which, at \$26.99 per lb, comes to \$32.5 million), but we also had to consider the costs of buying and running the heat pump to keep the chocolate melted, and the pump to keep the river flowing.

+ORGANIC CHOCOLATE RIVER: \$47.1 Million

Today's customer expects the best. Go organic and fill the river with \$39-per-lb organic chocolate, and your chocolate river bill will come to \$47.1 million.

•OOMPA LOOMPA SALARY \$73 Million

We used the average weekly wages for chocolate workers in the top four chocolate-producing cities in the US to calculate an Oompa Loompa's yearly salary, which comes to \$49,740. Multiply that by the average number of chocolate workers in those four cities (1,475), and you'll get \$73 million.

•OOMPA LOOMPA HEALTHCARE COVERAGE \$8 Million

The average payout per employee by US employers is \$5,520 a year (although the overhead for Mr. Wonka might be slightly lower if there's a dollar-per-inch discount). Multiply that by 1,475 Oompa Loompas and you get \$8 million in healthcare costs.

+OOMPA LOOMPA TACO TUESDAYS \$25,075 / week

Perks are important! Treating the Oompa Loompa workforce to one \$7 Modelo and two tacos that come to \$10 will bring the Taco Tuesday bill to \$25,000.

•EDIBLE WALLPAPER \$2,600

By estimating the cost of using Jolly Ranchers and Life Savers to make sheets of edible wallpaper, we come to a total cost of \$100.75 for enough raw goods to cover 653 square feet of a hallway. By studying a recent installation of edible wallpaper in a London elevator, we've estimated the total labor time as 160 hours. Multiply that by the average rate for a painter per hour and add cost of goods to get \$2,600.

+COST OF 3D-PRINTED WALLPAPER \$124,000

Why use manpower when you can use machine power? 653 square feet comes to 94,060 square inches. Factor in the \$1.32 per cubic inch of 3D-printing, and the total cost of your 3D-printed wallpaper comes to \$124,000.

•GOLDEN EGG \$6,000 Each

The average goose egg weighs 144 grams. If we multiply that by the current price of gold, we can calculate that Veruca Salt's prized possessions had a value of \$6,000 each.

+DIAMOND EGG \$7.9 Million each

Gold isn't enough for Veruca Salt! If the famous golden egg was made with earth's most precious stone, which cost \$55,000 per gram, it would total a whopping \$7.92 million.

•FLYING GLASS ELEVATOR \$109 Million

While there's no flying elevator on the market, we added up the costs of an average elevator, \$200,000, with the lowest-end rocket available on Lockheed Martin's ULA rocket builder—available for a cool \$109 million.

+ELEVATOR WITH BFR \$10 Billion

When it comes to rockets, go big or go home. If you strap Elon Musk's SpaceX BFR to an elevator instead, you'll end up with a \$10 billion bill.

•Orange items factored into cost below.

+ not included in totals

GRAND TOTAL	\$224,674,600
ENERGY COSTS	\$2,000,000
CHOCOLATE RIVER	\$32,600,000
OOMPA LOOMPA SALARY	\$73,000,000
OOMPA LOOMPA HEALTHCARE	\$8,000,000
COST OF EDIBLE WALLPAPER	\$2,600
12 GOLDEN GOOSE EGGS	\$72,000
FLYING GLASS ELEVATOR	\$109,000,000

GRAND TOTAL

\$224.6 M



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Advanced Technology Services, Inc.