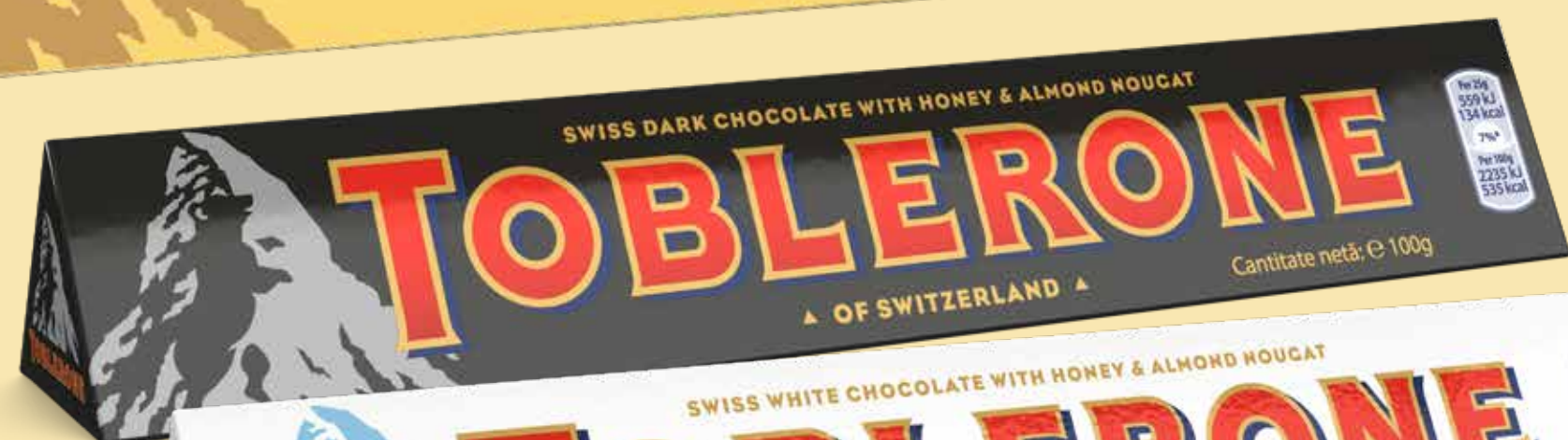


TOBLERONE

Leading
Chocolate Brand
In Travel Retail



OVER **100**
YEARS **OLD**



Enjoyed in
100+
Countries



Toblerone is instantly recognized due to its unique chocolate peak shape and unmistakable packs!

~**400** MILLION 
In Net Revenues (2018)

CREATED IN SWITZERLAND IN 1908
by Theodor Tobler and his cousin Emil Baumann



Toblerone is a play on the founder's family name (Tobler) and the Italian word for honey and almond nougat (torrone)!

UNIQUELY SHAPED



It is said that Toblerone's triangular shape was inspired by Theodor Tobler's mountainous homeland, in particular **the Matterhorn**

**HUNGRY FOR
MORE?**

Media:
+1-847-943-5678
news@mdlz.com
www.mondelezinternational.com



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