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

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

THE RIGHT SNACK • FOR THE RIGHT MOMENT • MADE THE RIGHT WAY

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