



## **Nestlé Enters Global Super-Premium Chocolate Category with Swiss Chocolate *Cailler***

*Switzerland's Oldest Chocolate Brand Still in Existence Now Available in the United States, United Kingdom, Germany and, soon, China through Amazon and at Select International Travel Retail Stores*

VEVEY, Switzerland, September 30, 2015 – *Cailler*, part of the Nestlé portfolio of brands, is entering the super-premium chocolate market with its almost 200 year old Swiss chocolate brand. With Amazon as its primary retailer, Nestlé will now sell *Cailler* chocolate in the United States, United Kingdom and Germany with China distribution beginning in mid-November. *Cailler* also will be sold through travel retail outlets in major airports in Geneva, Zurich, Dubai and Singapore, as well as at the Maison Cailler Flagship in Broc, Switzerland.

*Cailler* chocolate was first created in 1819 by M. Francois-Louis Cailler. His son-in-law then invented the world's first milk chocolate. In the years since, the *Cailler* recipes and rich tradition have been passed from generation to generation. The home of *Cailler*, “Maison Cailler” in Broc was built in 1898, and it has been there that *Cailler* chocolate has been crafted ever since. In 1929, *Cailler* joined the Nestlé portfolio of brands.

“For the past 200 years our *Cailler* chocolates have been made in Switzerland,” said Sandra Martinez, head of the Confectionery Strategic Business Unit at Nestlé. “*Cailler* is part of our heritage. Each year more than 400,000 people come to Broc to taste our chocolate. Now chocolate lovers in the United States, United Kingdom, Germany, and soon in China, can discover uniquely creamy and beautiful *Cailler* Swiss chocolate right in their homes.”

*Cailler* chocolates are made from some of the finest ingredients available including selected cocoa beans from the Nestlé Cocoa Plan, an initiative to help farmers run profitable farms, improve social conditions in the cocoa-growing communities and source good quality, sustainable cocoa for Nestlé products. Made with in-house roasted hazelnuts and almonds, and using milk collected within 20 miles of the Maison Cailler in Broc, *Cailler* has a uniquely creamy taste.

*Cailler* chocolates are available in 16 and 25 piece boxes, in four assortments: Signature Selection; Milk Chocolate Selection; Praliné Selection; and Dark Chocolate Selection.

True to the brand’s Swiss heritage, the front of each *Cailler* box displays hand-designed artwork by paper-cut artist, Marianne Dubuis. Each design tells a part of the *Cailler* story revealing something new.

Eight *Cailler* bar varieties will also be available on Amazon, including:

L’Ecorce™ Bar selection – Thin chocolate bars available in four flavors:

- 70% Cocoa Strong & Intense
- 84% Cocoa Floral & Bittersweet
- Smooth Milk Rich & Creamy
- Smooth Milk With Hazelnut



Art du Brut™ Selection – A delicious blend of rich chocolate, freshly roasted nuts, and tangy fruit. Every bite is unique. Comes in in four distinct flavors:

- Intense Dark Almond, Hazelnut & Blueberry
- Intense Dark Almond & Cranberry
- Smooth Milk Almond, Hazelnut & Cranberry
- Smooth Milk Almond, Hazelnut & Raisin

For more information about *Cailler* chocolates and the Maison Cailler, please visit

[www.cailler.com](http://www.cailler.com)

[www.facebook.com/caillerchocolate](https://www.facebook.com/caillerchocolate)

[www.instagram.com/caillerchocolate](https://www.instagram.com/caillerchocolate)

[www.pinterest.com/caillerchocolat](https://www.pinterest.com/caillerchocolat)

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