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# NestlÃ©â??sÂ Choco TrioÂ now available in Mexico

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The Swiss chocolate manufacturer is rolling out its Chocobakery treats to Mexico, the companyâ??s fourth-biggest marketÂ and Latin Americaâ??s second-largest economy, following the successful launch of the range in Brazil and much of the rest of Latin America.Â

The Chocobakery portfolio includes Choco Trio, a chocolate bar combining milk chocolate with crunchy biscuit pieces, Choco Cookies, featuring a soft and buttery dough along with creamy chocolate fillings, and Choco Biscuit, a perfect combination of chocolate and biscuit. The three product ranges are available in different varieties and formats, under the popular NestlÃ© brand but also strong local brands such as Garoto.

In Mexico more specifically, starting in April, consumers will be able to enjoy theÂ Choco TrioÂ range in three variations: peanut, cookies and cream, and chocolate.Â

"Chocobakery is one of the fastest growing segments in confectionery in Latin America," said Corinne Gabler, Head of Confectionery at NestlÃ©. "In Mexico, the chocolate market has experienced significant growth, especially in the tablet segment, which, although representing only 3 per cent of the total, has seen a 24 per cent increase in the last year. In this context, we are now introducing NestlÃ© Choco Trio in Mexico. This launch not only enriches our portfolio but also brings an entirely new, premium indulgence to the Mexican consumers."