

Mondelēz International invests 65Mn Swiss Francs in Toblerone facility in Switzerland

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Mondelēz International has announced a significant investment of 65 million Swiss francs in its Toblerone manufacturing facility in Switzerland. With this investment, the company is creating a global center of excellence for Toblerone in Bern (Switzerland), from where the brand and chocolate expertise is exported all over the world. The investment is a clear commitment to the location where this traditional brand was founded back in 1908 and where around 90 per cent of Toblerone products sold worldwide are manufactured today. The investment in Bern underlines Toblerone's growth ambitions in the chocolate premium segment, building on its global awareness, uniqueness and leading position in world travel retail.

A state-of-the-art production line scheduled to go into operation in autumn 2025 is about to be installed in our Bern manufacturing facility to expand capacity following growing demand for premium chocolate. Alongside the new line, Mondelēz is also upscaling its chocolate and nougat-making facility, upgrading the site infrastructure and logistics.

Thanks to this investment, Bern will become the "Center of Excellence" for Toblerone, from where the brand and its chocolate expertise is exported all over the world. It is one of the most important investments within Mondelēz International's European chocolate production network in the last 10 years.

As part of Mondelēz's ambition to become the number one player in Chocolate by 2030, our iconic 117-year-old brand Toblerone, is poised to grow globally within the premium segment, leveraging its strong global awareness, uniqueness, and leadership in the World Travel Retail business.

The investment is both an expression of the traditional brand's growth ambitions and a clear commitment to Bern as the home and heart of the production, where Toblerone was founded in 1908 and where around 90 per cent of its products sold worldwide are produced. As a testimony to this rich heritage, the Swiss flag will soon adorn the packaging of the Toblerone tablets that are manufactured in Bern to emphasise where the chocolate is made.