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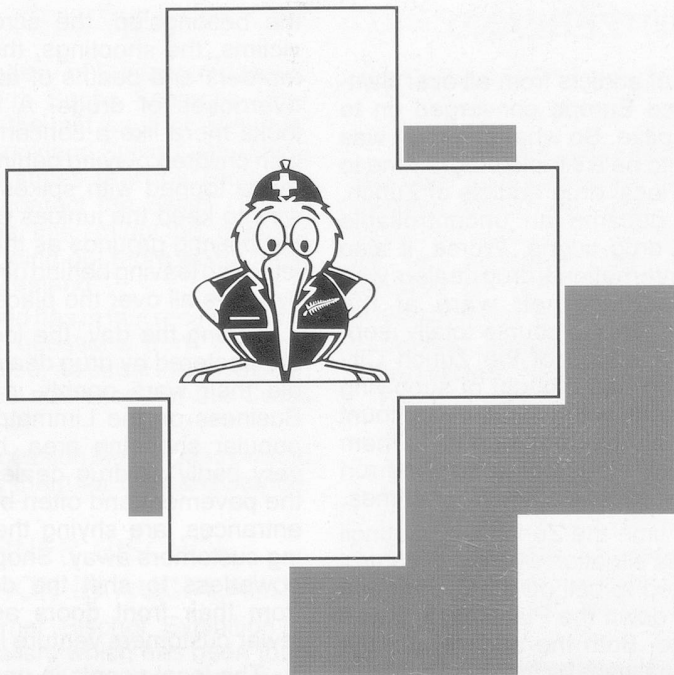
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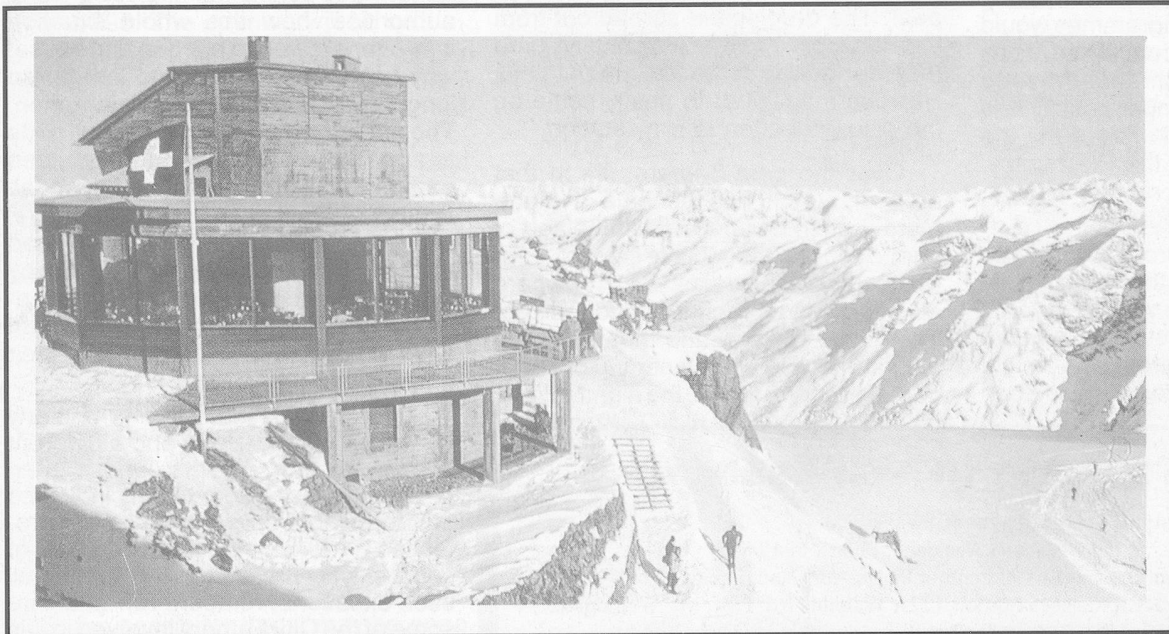
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# HELVETIA



## THE WORLD'S NEWEST CHOCOLATE

Nestlé has just launched a new milk chocolate, the Nesquik bar, under the sign of the rabbit children know so well.

The new product was developed at the famous Swiss group's chocolate factory in the picturesque alpine setting of Broc, where it will also be manufactured. The chocolate bar that "tastes like fresh milk" divides into eight smaller bars chock'full of milky chocolate paste, and decorated with the happy bunny. Six different packaging allow the kiddies to choose any of the following: an adventurer, a surfer, a diver, a fakir, a tobogganer or an astronaut.

The new chocolate bar was an immediate hit in Switzerland. It will soon go on the market in Greece and Spain before being launched in other countries. The Broc factory will also produce for the foreign markets in quantities amounting to thousands of tons.

The Nesquik bunny will feature in all media campaigns, whether newspapers, TV, comic strips or cartoons. In Germany for example, he is the star of a video game designed to develop concentration and quick reactions. In Belgium, he sponsors the Antwerp zoo and in Korea, the bunny gives a welcome boost to road safety and environmental protection.



*Happy chocolate bunny bar.*