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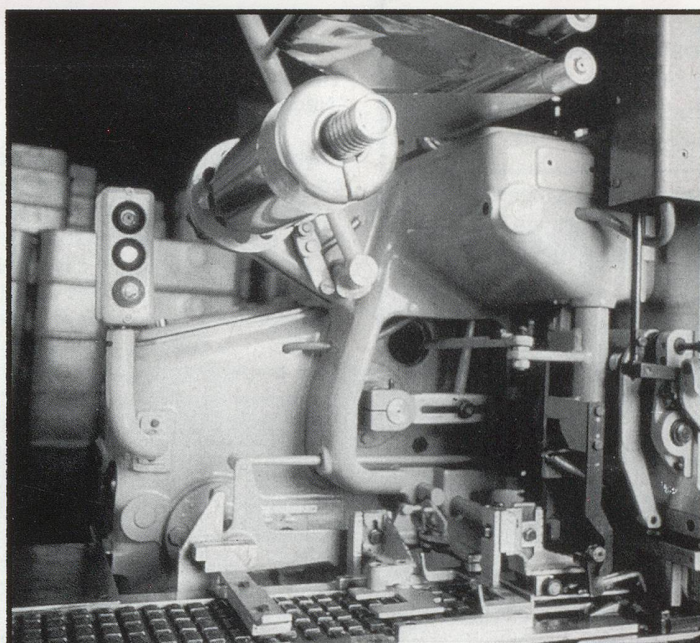
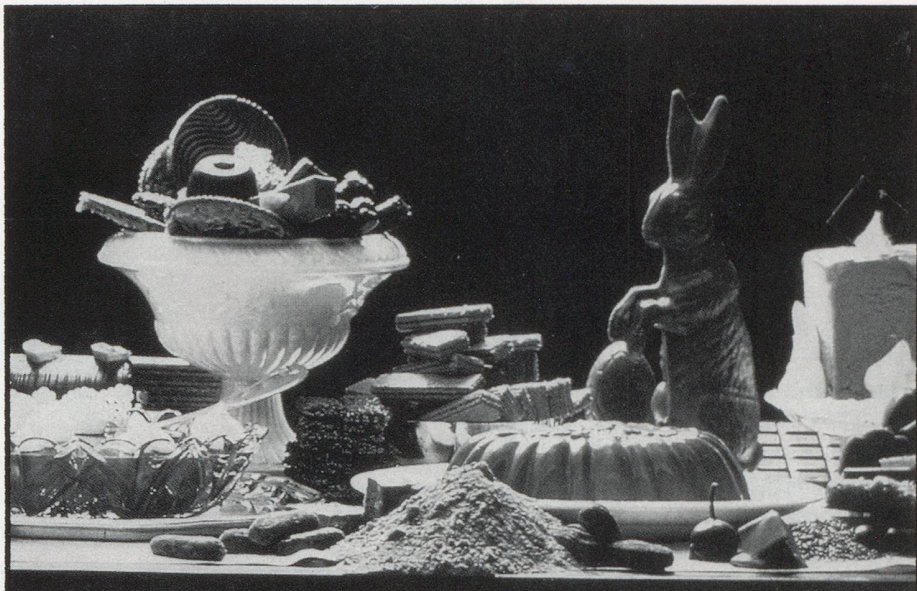
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The Swiss and their chocolate

Chocolate making is one of Switzerland's most traditional industries, and Swiss chocolate is held in high esteem throughout the world. This is mainly due to the fact that Swiss chocolate makers have always concentrated on quality, not quantity. Today more than ever, neither quantity nor turnover are the distinguishing feature of Swiss chocolate, but simply its unsurpassed quality. This is not altered by the fact that an industry whose pioneers were artisans rather than manufacturers and some of whose products are still suitable for hand-made production, has long become a modern industry making use of the latest production technologies.

- In 1997 Swiss chocolate manufacturers increased the sale of chocolate products by 5.4 % bringing total output to **135 146 tonnes**. This represents an increase to the value of **1,211 billion Francs**. Export sales represent 49 % of total production. Our photos show some chocolate products and a very up-to-date chocolate manufacturing machine.



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