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Short and sweet



+33 %

More and more Swiss are acquiring a sweet tooth – much to the delight of Switzerland's confectionery manufacturers, who managed to sell 33 per cent more in 2022 than they did in the pandemic-affected year of 2021. Luckily, Switzerland is not the only market for selling sweets: 86 per cent of Swiss-made confectionery is exported, the biggest recipient being the US.

-13 %

The average Swiss consumes around 100 g of sugar per day – double the maximum amount recommended by the World Health Organization. Both government and industry want to reduce the amount of sugar in food and drink, and have already achieved some success in this regard: within five years, sugar content has fallen by 13 per cent in breakfast cereals and by 6 per cent in yoghurts.

+ 50 000 000 000

In mid-March, the Swiss National Bank (SNB) agreed a credit injection of 50 billion Swiss francs for the beleaguered big bank Credit Suisse (CS) (see page 8) to keep the markets sweet. In light of this remarkable liquidity injection, we wonder how much money we could squeeze out of the SNB if this magazine fell on hard times.



The Matterhorn is unique. Until recently, images of the iconic mountain adorned Toblerone bars. Those days are now over. As Toblerone is moving some production from Switzerland to Slovakia, the bar with the triangular chocolate chunks must do without the Matterhorn's silhouette on its packaging. It's Tobler-gone! The branding will feature a generic Alpine peak instead.



+25 %

After so much sugar, let's do mushrooms. But please, please do not eat these lovely green specimens under any circumstances. The aptly named death cap is one of the most poisonous toadstools in Switzerland. No joke. Many wannabe mushroom pickers discovered their calling during the pandemic – and the number of mushroom poisonings subsequently increased by around 25 per cent in the fungi-friendly autumn of 2022. Better stick with sweets.