

Zeitschrift: Helvetia : magazine of the Swiss Society of New Zealand
Herausgeber: Swiss Society of New Zealand
Band: 61 (1995)
Heft: [2]

Titelseiten

Nutzungsbedingungen

Die ETH-Bibliothek ist die Anbieterin der digitalisierten Zeitschriften auf E-Periodica. Sie besitzt keine Urheberrechte an den Zeitschriften und ist nicht verantwortlich für deren Inhalte. Die Rechte liegen in der Regel bei den Herausgebern beziehungsweise den externen Rechteinhabern. Das Veröffentlichen von Bildern in Print- und Online-Publikationen sowie auf Social Media-Kanälen oder Webseiten ist nur mit vorheriger Genehmigung der Rechteinhaber erlaubt. [Mehr erfahren](#)

Conditions d'utilisation

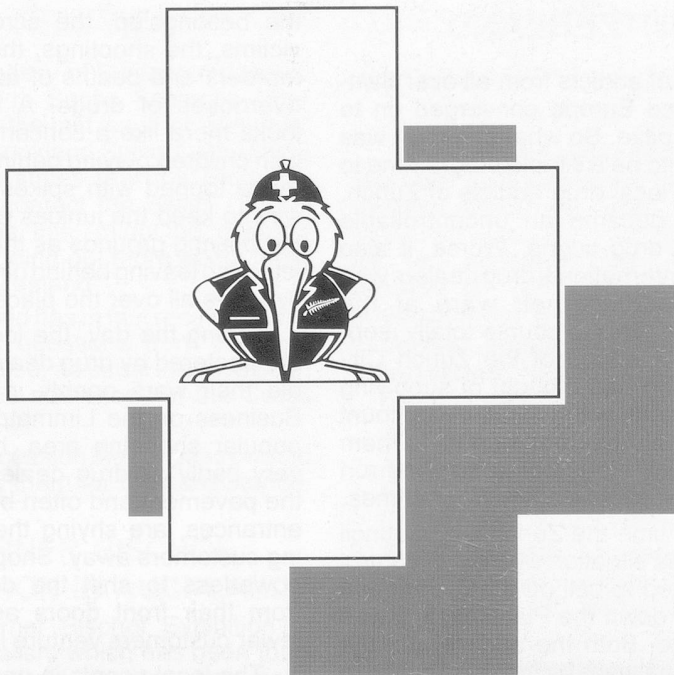
L'ETH Library est le fournisseur des revues numérisées. Elle ne détient aucun droit d'auteur sur les revues et n'est pas responsable de leur contenu. En règle générale, les droits sont détenus par les éditeurs ou les détenteurs de droits externes. La reproduction d'images dans des publications imprimées ou en ligne ainsi que sur des canaux de médias sociaux ou des sites web n'est autorisée qu'avec l'accord préalable des détenteurs des droits. [En savoir plus](#)

Terms of use

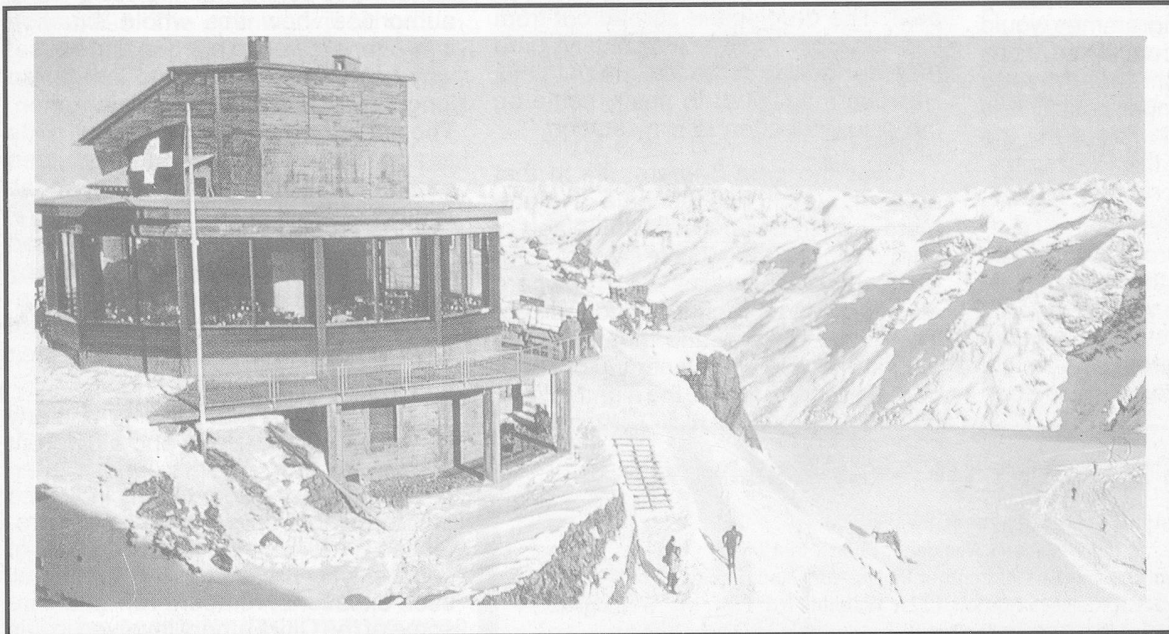
The ETH Library is the provider of the digitised journals. It does not own any copyrights to the journals and is not responsible for their content. The rights usually lie with the publishers or the external rights holders. Publishing images in print and online publications, as well as on social media channels or websites, is only permitted with the prior consent of the rights holders. [Find out more](#)

Download PDF: 04.04.2026

ETH-Bibliothek Zürich, E-Periodica, <https://www.e-periodica.ch>



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.