

# Mondelēz International makes major investment in Toblerone facility in Switzerland



Mondelēz International is creating a global center of excellence for Toblerone in Bern

Mondelēz International today announced a significant investment of CHF65 million (approximately US\$77.57 million) 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% 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 the 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.



Approximately 90% of Toblerone products sold worldwide are manufactured in the Bern facility

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 Mondelez International's chocolate European production network in the last ten years.

As part of Mondelez's ambition to become the number one player in Chocolate by 2030, its 117-year-old brand Toblerone is poised to grow globally within the premium segment, leveraging its strong global awareness, uniqueness, and leadership in 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. As a testimony to Toblerone's rich heritage, the Swiss flag will soon adorn the packaging of the Toblerone tablets that are manufactured in Bern, to emphasize where the chocolate is made.

Joost Rosmuller, Vice President of Special Businesses and Managing Director, Mondelez World Travel Retail, said, "Toblerone is one of the most famous chocolate brands in the world with tremendous potential. Our center of excellence in Switzerland, from where we proudly bring our brand and chocolate expertise around the world, is key to the brand's growth ambition to win in the premium segment".

Tim Spickenbaum, Director of the production facility in Bern, added, "Our plant has been a cornerstone of the Toblerone production for decades. Already today we manufacture on average 4 million Toblerone products per production day. We are therefore delighted about the planned modernizations and investments, which will not only enhance our manufacturing capacity but also solidify Bern's position as the home and heart of the triangular brand icon."