

Villars displays its Swiss milk chocolate expertise



Villars' Les Laits Suisses collection is presented in an eco-friendly cardboard box containing three 100g bars of Swiss milk chocolate

Villars will introduce three milk chocolate bars showcasing the main Swiss milk-producing regions at TFWA Asia Pacific (Stand number: F32).

Les Laits Suisses is presented in a new, eco-friendly cardboard box containing three 100g bars.

Villars, which has been a master chocolatier in Fribourg since 1901, is one of the few Swiss chocolate factories that has mastered the production process from the cocoa bean to the finished chocolate bar. Villars uses 100% Swiss milk and sugar for producing its milk chocolate.

In 2017, Villars launched the first range of milk chocolate from Swiss terroirs. Milk from cows grazing in Swiss meadows has distinct aromatic notes according to the region of origin. Milk from the Bernese Oberland produces a milky and melt-in-the-mouth Swiss milk chocolate; Fribourg produces a creamy and caramelized chocolate; and Luzern produces a full-bodied and velvety chocolate.

Villars has forged partnerships with dairies from each canton to select and trace the milk.

The packaging design for Les Laits Suisses has been created to represent each region. The cow illustrated on the packaging of the bars refers to the main cow breed of the region.

The design of the chocolate bar represents a Swiss landscape highlighting the peaks of the Swiss mountains emblematic of each region.