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First Toblerone bars without the Matterhorn logo go on sale

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[Tom Sanders](#)
 Friday 17 Mar 2023 10:58 am

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Toblerone has debuted its new design which eschews its iconic Matterhorn logo in favour of a generic mountaintop (Picture: Getty)

Iconic chocolate brand Toblerone is facing fury after new packs went on sale stripped of the sweet's Matterhorn mountain peak image.

Confectioners Mondelez International say they were forced to change the design to avoid [breaching new Swiss laws restricting the use of imagery that evokes the country's likeness.](#)

The famous triangular chocolate's production is moving to Slovakia by the end of the year, and so to comply with Swiss laws the distinctive Matterhorn peak has been removed from the packet and replaced with a generic mountain top.

But images scrutinised by customers online showed that the brand also made some other significant changes along the way.

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The Swiss chocolate brand was forced to rebrand after moving production to Slovakia (Picture: Getty)

One of them included the removal of a bear rearing up on its hind legs, [which was cleverly hidden inside the Matterhorn design.](#)

The bear reportedly symbolised the Swiss city of Bern – known as the ‘city of bears’ – where the original manufacturing of the bars took place.

Additionally, the packaging now reads ‘established in Switzerland’, rather than ‘of Switzerland’.

The Swissness act – introduced in 2017 – controls strictly the use of Swiss flags, insignia, names and imagery.

Food can be only marketed as 'made in Switzerland', if 80 percent of the raw ingredients are homegrown and most of it is made in the country.

A spokesperson from American sweet giants Mondelez said: 'The packaging redesign introduces a modernised and streamlined mountain logo that aligns with the geometric and triangular aesthetic.'

Company officials added they do not believe that the change of design affects sales.

The new design features a more generic mountaintop and now reads 'established in Switzerland', rather than 'of Switzerland' (Picture: Getty)

The Toblerone chocolate bar was invented in 1908 by chocolatiers Theodor Tobler and Emil Baumann.

It is signature triangular shape has been legally protected since 1909.

The aim of the revised ‘Swissness’ law was to ‘prevent dilution of the country’s reputation for high-quality goods.’

It was initially supported by Swiss farms and watchmakers facing competition from lower-cost manufacturers.

Under the law, at least 80% of raw materials used in food products must be produced in Switzerland, along with 60% of manufacturing costs for industrial products.

Confectionary giant Nestle was previously forced to drop Swiss labels on some of its food products after the rule’s introduction.

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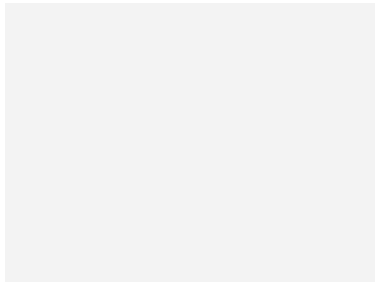
Switzerland

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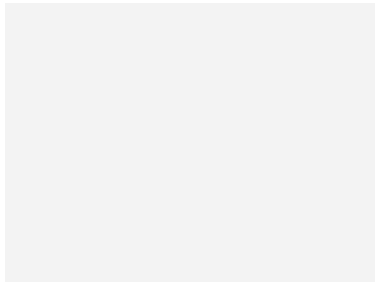
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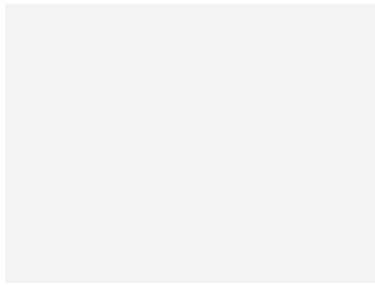
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Must read

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[Boy, 17, stabbed to death at a house party.](#)

Police were called in the early hours of this morning.

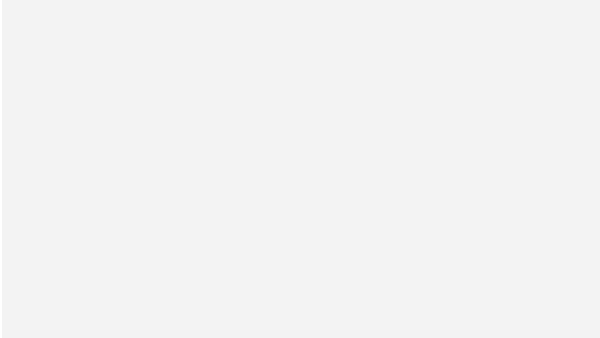
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2.



Make time for your mental health

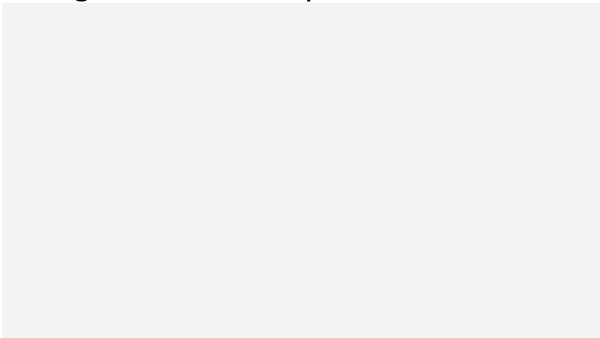
The more we prioritise our mental health, the better we'll be able to cope with all the stresses and challenges life throws our way.



3.

Girl, 15, dies after being hit by a bus

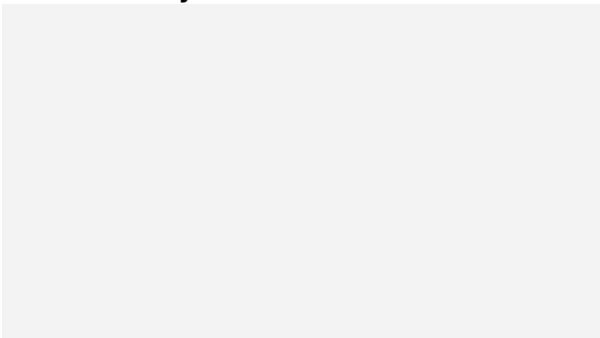
The girl died in hospital.



4.

Missing girl, 15, found after police issued CCTV appeal

Faith Marley had last been seen on Wednesday March 15.

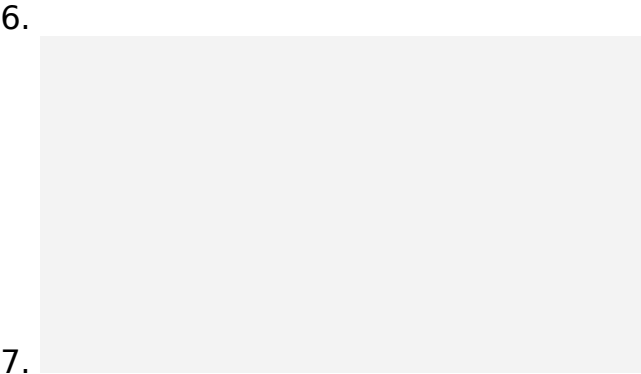


5.

Deportation flights to Rwanda 'could start as soon as this summer'

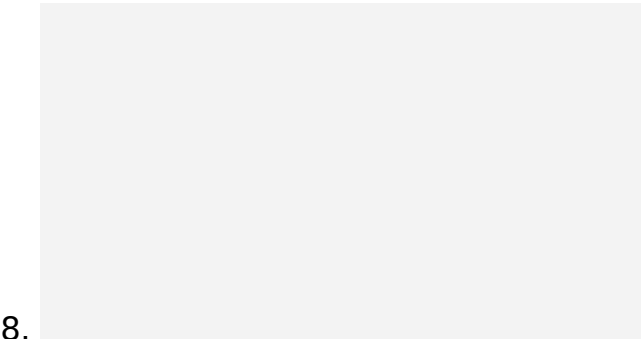
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The deal is said to expand its scope to ‘all categories of people who pass through safe countries and make illegal and dangerous journeys to the UK’



[Introducing the solar battery system that could help you live your dream on the road](#)

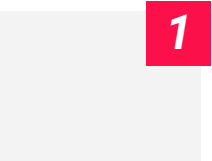
As remote working becomes commonplace, embracing the life of a digital nomad has never been easier.



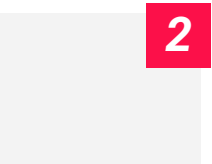
[People with back pain swear by this top physiotherapists use which corrects posture](#)

We're kind of into this product if it means no more back pain.

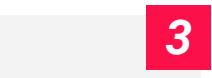
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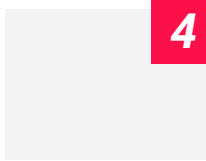
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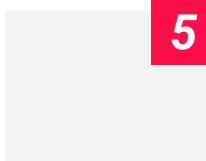


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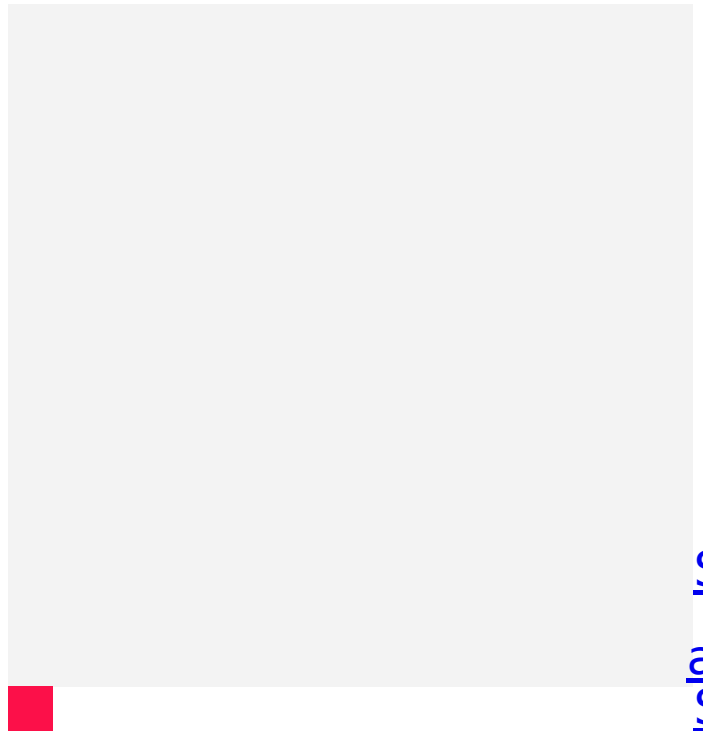
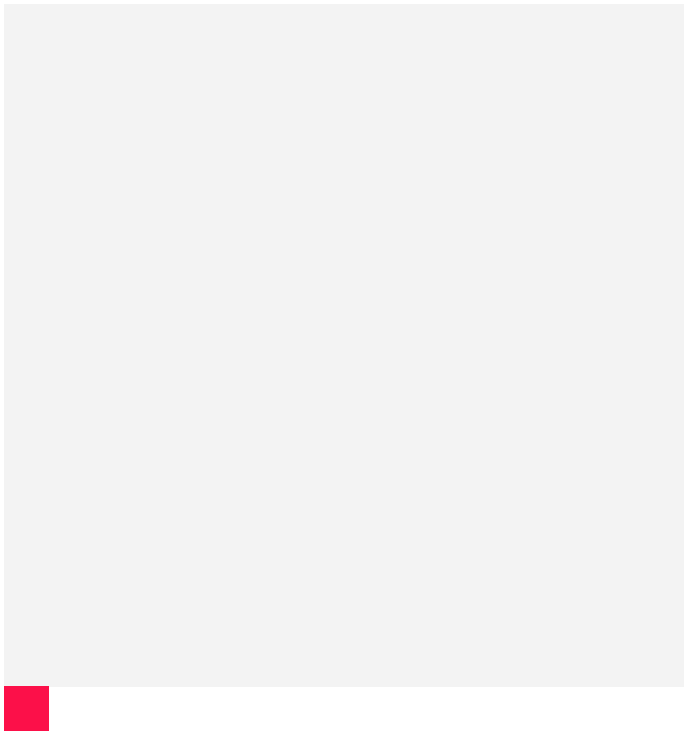
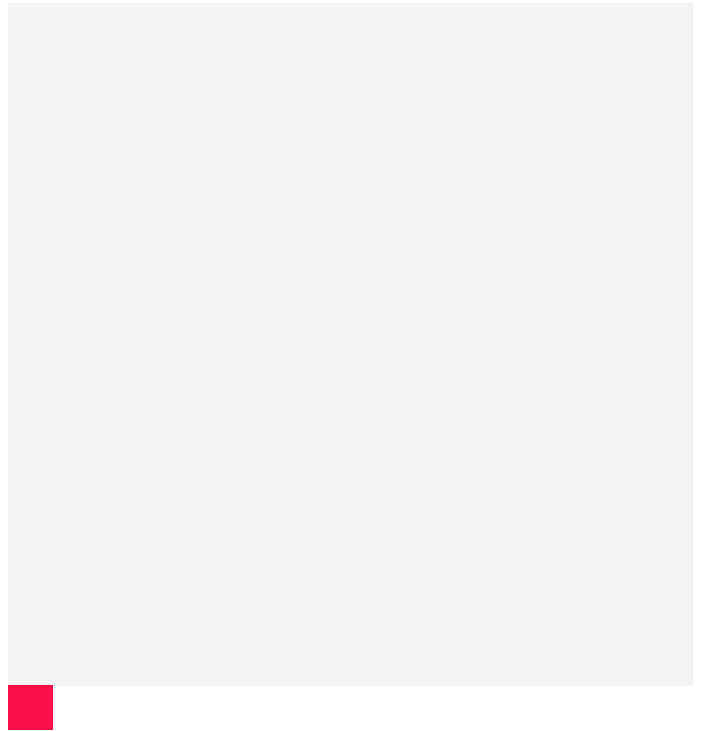
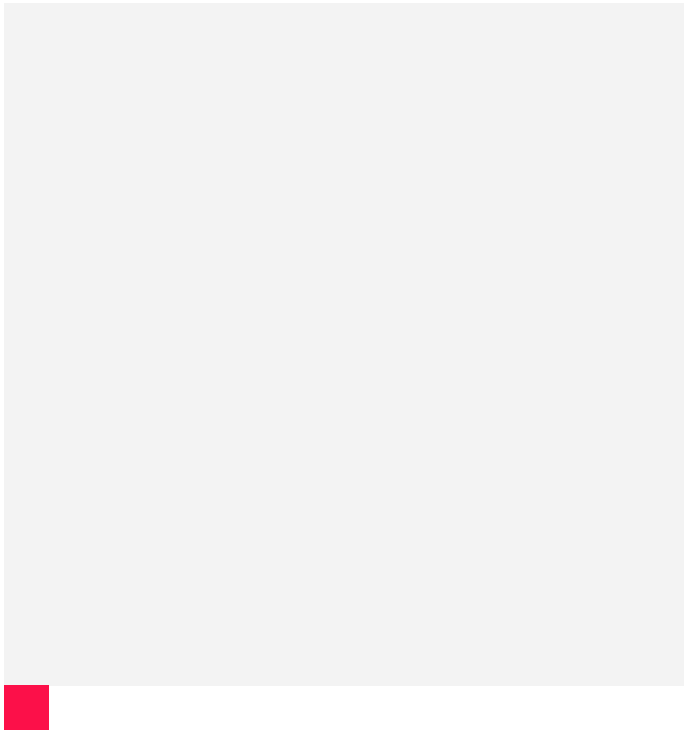


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