

Toblerone Drops Matterhorn from Its Logo

VOCABULARY WORDS

1. Unique (Adjective) /juˈnɪk/ one of a kind or unlike other things
Example: Each snowflake is unique and has its own distinct pattern of ice crystals.
2. Series (Noun) /ˈsɪəriːz/ a number of related objects, events, etc. coming one after another
Example: I had to pass a series of interviews before I got the job.
3. Logo (Noun) /ˈləʊɡəʊ/ a small design that an organization uses and puts on its products, uniforms, etc.
Example: KFC's logo features an image of the company's founder, Colonel Sanders.
4. Production (Noun) /prəˈdʌkʃən/ the process of making a large amount of goods, materials, etc.
Example: Ford's Model T first entered production in 1908.
5. Symbol (Noun) /ˈsɪmbəl/ an object or shape that has a meaning or represents something
Example: The dove is a universal symbol of peace.
6. Establish (Verb) /ɛˈstæblɪʃ/ to start or create something
Example: The NATO alliance was established in 1949 to protect members states from the Soviet Union after WWII.



One of the world's most famous Swiss chocolates will soon have to change its packaging — because it is no longer Swiss enough. First created in the Swiss city of Bern in 1908, Toblerone chocolate bars are famous for their unique shape — a series of triangular peaks. And since 1970, another triangular peak, that of Switzerland's famous Matterhorn mountain, has been used as the Toblerone logo.

However, at the end of 2023, the Toblerone brand's US owner, Mondelez, will move some of the production of the chocolate bar from Switzerland to Slovakia. And this means using a symbol of Switzerland — like the Matterhorn — on Toblerone packaging may break Swiss law.

To be called "Swiss made" or use national symbols, like a white cross on a red background, products have to follow certain rules on "Swissness" that were made law in 2017. For foods, 80% of their ingredients must be made in Switzerland, and foods made with milk have to be 100% Swiss made. So instead of the Matterhorn, the Toblerone bar will have a simpler mountain shape for its logo. And the packaging will read "established in Switzerland" — rather than "of Switzerland."

However, one important part of the packaging will not go. If you look carefully at the Matterhorn on Toblerone packaging, you can see a bear on the side of the mountain. This bear is a symbol of the city of Bern — where Toblerone was first made. Happily, the company promises that you will still be able to find the bear on the side of the new Toblerone mountain.

DISCUSSION

1. What are your thoughts on Toblerone changing its packaging?
2. Are Toblerone chocolate bars popular where you live? Do you like them?
3. Do you eat a lot of chocolate? What's your favorite type?
4. What are the most popular chocolate brands made in your country?
5. If you could eat only one type of candy for the rest of your life, what would it be?