

FOR IMMEDIATE RELEASE

TOBLER CHOCOLATES FROM SWITZERLAND TO BE  
AT THE NEW YORK WORLD'S FAIR 1964-1965

The management of the Swiss Pavilion at the 1964-1965 World's Fair has decided that CHOCOLATE TOBLER, Berne, Switzerland, is to be the only Swiss chocolate at the New York World's Fair. In making the announcement, Mr. Marcel Duriaux, President of Swiss Exhibits, Incorporated, stated that CHOCOLATE TOBLER was designated because its products are regarded as the outstanding chocolate from Switzerland. A wide variety of the CHOCOLATE TOBLER products will be on exhibit in the Swiss Pavilion.

Eight Swiss girls representing different cultural regions of Switzerland staff the TOBLER exhibit. They have been selected for their charm, education and linguistic abilities.

The purpose for CHOCOLATE TOBLER'S participation in the Fair is to make the public even more familiar with the distinctive and outstanding qualities of chocolate in many varieties that bear the CHOCOLATE TOBLER name. For the Fair only, a unique ice cream is sold at the TOBLER booth made with special TOBLER flavor and the Chalet Restaurant in the Pavilion, features a TOBLER TRIUMPH CHOCOLATE CAKE on their dessert list.

All the CHOCOLATE TOBLER sold in the United States is made at the factory in Berne, Switzerland, and imported to the United States. Besides Berne, TOBLER has factories in Germany, England, Belgium, Ireland, France, Italy and Australia. Distribution is in over one hundred countries around the world.