

The world according to Suchard

The exhibition offers visitors a unique opportunity to delve into the wonderful world of Suchard. There are nine stops on this fascinating journey which traces the history of the company from its humble beginnings in the early 1800s to the powerhouse brand that it is today.

The first stop is the **brownfield site** in Neuchâtel-Serrières (1), home to the Suchard chocolate factory from 1826 until its closure in the 1990s. Visitors have a chance to explore what remains of the original plant before travelling back in time...

... along the **Cocoa Road** (2). Here visitors discover the ancient origins of chocolate and how this much loved product became "swissified".

Visitors then return fairly and squarely to the present day, where a fascinating insight into modern chocolate production and distribution awaits: from the **laboratory** (3) where the recipes are developed, to the **factory floor** (4) where the chocolate is made, and finally accompanying the finished products on the journey **from factory to consumer** (5) via global distribution networks.

Visitors then drop in on the **Suchard family** (6), who explain the role that generations of Suchards have played in the company.

Next stop... the **shop** (7), where visitors find out about the different techniques used to market and sell chocolate. The **gallery** (8) explores chocolate advertising through the ages and reveals the creative thinking behind some of chocolate's best known and much loved symbols like the lilac Milka cow.

The last stop on this journey is the room "**Suchard – a way of life**" (9) room. Here visitors see how the company's products have become an integral part of our day-to-day lives.