

History



1936

Milkybar is credited with being the first white chocolate, it was created by Nestlé as Nestrovit, then later launched as a confectionery brand.

Milkybar was launched in the UK and Switzerland simultaneously, but was known as Galak on the continent. It was named Galak after a condensed milk company that Nestlé had acquired in the Netherlands.



1940

Production of Milkybar had to be suspended in the UK due to wartime shortages and didn't resume until 1956.

1961

The first Milkybar Kid TV ad aired with Terry Brooks in the saddle as the star.

1972

Milkybar had become Nestlé's best-selling confectionery product.

1987

Nestlé launched the first entirely white chocolate drop on the UK market: **Milkybar Buttons**.



1988

Nestlé acquired Rowntree Mackintosh and Milkybar became part of the same family of brands as KitKat, Aero and Quality Street.

2007

Milkybar recipe changed to use only **non-artificial ingredients**

2017

Milk becomes Milkybar's **number one ingredient**

2018

Launched **Milkybar Wowsomes**, the first chocolate bar in the world to use Nestlé's **breakthrough structured sugar, with 30% less sugar** than similar chocolate bars.



Trivia



Milkybar is known as **Galak** outside the UK.

The first Milkybar Kid advertising campaign was so popular in 1961 that sales **increased by nearly 50% over the next three years.**



50% Increase



In **1987 Milkybar Buttons** was launched with a TV ad which featured a young Emma Bunton (latterly known as Baby Spice of the Spice Girls) and Keeley Hawes (of Spooks and Ashes to Ashes).

In 1972 Nestlé made a series of new ads. **The new Milkybar Kid, Tommy Atkinson**, was given intensive horse-riding lessons so that he could gallop in and capture the baddie.



In 1980 Milkybar Kid Paul Varney was sent into space to pacify space monsters with his trademark Milkybars. **This was the first time the Milkybar Kid wasn't a cowboy.**

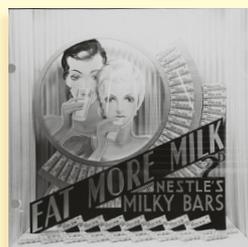


This is the first time in Milkybar's **81-year history** that it has contained both **milk and white chocolate** in the same bar.



'Wowsomes'

The name **Wowsomes** is a conjunction of the words 'wow' and 'awesome'.



The brand name was originally **two words "Milky Bar" but became all one word at some point in the late 1970s, or early 1980s.** The exact date of the change is a matter of debate.

Until the **1980s Nestlé** was pronounced **"Nestles"** on Milkybar television advertising, but **"Nestlé"** on advertising for other Nestlé products.

