

# 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.

