

Nestlé's Choco Trio now available in Mexico

26 March 2025 | News

The Chocobakery portfolio includes Choco Trio, a chocolate bar combining milk chocolate with crunchy biscuit pieces, Choco Cookies



The Chocobakery portfolio includes Choco Trio, a chocolate bar combining milk chocolate with crunchy biscuit pieces, Choco Cookies

The Swiss chocolate manufacturer is rolling out its Chocobakery treats to Mexico, the company's fourth-biggest market and Latin America's second-largest economy, following the successful launch of the range in Brazil and much of the rest of Latin America.

The Chocobakery portfolio includes Choco Trio, a chocolate bar combining milk chocolate with crunchy biscuit pieces, Choco Cookies, featuring a soft and buttery dough along with creamy chocolate fillings, and Choco Biscuit, a perfect combination of chocolate and biscuit. The three product ranges are available in different varieties and formats, under the popular Nestlé brand but also strong local brands such as Garoto.

In Mexico more specifically, starting in April, consumers will be able to enjoy the Choco Trio range in three variations: peanut, cookies and cream, and chocolate.

"Chocobakery is one of the fastest growing segments in confectionery in Latin America," said Corinne Gabler, Head of Confectionery at Nestlé. "In Mexico, the chocolate market has experienced significant growth, especially in the tablet segment, which, although representing only 3 per cent of the total, has seen a 24 per cent increase in the last year. In this context, we are now introducing Nestlé Choco Trio in Mexico. This launch not only enriches our portfolio but also brings an entirely new, premium indulgence to the Mexican consumers."