

Nestlé® launches limited-edition Charge cookies and biscuits in Brazil

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Nestlé® has unveiled an exciting new addition to its Charge brand with the launch of Biscoito Recheado and Cookies Charge, a limited-edition product line bringing the beloved flavour of the classic chocolate bar into the cookie category. Set to hit shelves across Brazil starting in July, the launch marks a strategic expansion of the Charge universe into new snacking occasions.

The new products are a nostalgic nod to the original chocolate's irresistible trio of chocolate, caramel, and peanuts, now reimagined in two formats:

Charge Filled Biscuit: Featuring a crisp chocolate-flavoured shell with a smooth peanut filling.

Charge Cookie: A soft cookie dough packed with chocolate-flavoured drops and crunchy peanut pieces.

“The Charge brand has a strong emotional bond with Brazilian consumers,” said Luigi Segatto, Marketing Manager for Nestlé® Biscuits. “With this launch, we aim to take that connection to new consumption moments—offering a unique experience with the same unmistakable flavour people already love.”

This innovation follows earlier brand expansions, including the 2025 release of the Charge Easter egg, which was sold exclusively through Lojas Americanas. The continued diversification of the brand underscores Nestlé®'s commitment to bringing its most loved products into new formats and categories.

With its rich combination of textures and flavours, the new Charge cookies and biscuits promise to delight loyal fans and attract a new generation of snack lovers, just in time for winter snacking and family moments.

The limited-edition Charge range will be available nationwide while stocks last.