A decision to space out the distinctive triangular chocolate chunks in two Toblerone bars sold in the UK has upset fans who say that they do mind the gap.

The product's makers, US-based Mondelez International, said it had changed the design to reduce the weight of what were 400g and 170g bars.

Some consumers have described the move as "the wrong decision" and said the bigger spaces looked "stupid".

Mondelez said the move was down to a rise in the cost of ingredients.

In a statement on the Toblerone Facebook page, the company said it had to make a decision between changing the look of the bars or raising the price.

Outcry as Toblerone triangles are downsized

The move has resulted in the weight of the 400g bars being reduced to 360g and the 170g bars to 150g, while the size of the packaging has remained the same.

It said: "We chose to change the shape to keep the product affordable for our customers."
'Why the big gap?'

But consumers took to Toblerone's Facebook page to question why the company had decided to make the gaps between the triangles bigger, rather than reducing the length of the bars.

Lee Yarker said: "Fair enough reducing the weight of the bar, but why the big gap in between segments? Looks stupid imo [in my opinion], could have just made the bar shorter and kept the original design."

Philip Joseph wrote: "It was the wrong decision. It looks like a really underhanded thing to do.

"You buy a bar expecting a normal bar and it looks like you are getting half the chocolate."

Cathy White added: "It looks dreadful. Think you should've reduced the length and kept the chunky triangles."

However, other consumers praised the company for making a public announcement on the change.

Lainey Ireson wrote: "Sadly whatever you chose won't please everyone but as Toblerone is such a great product I'm happy that you've explained - a lot of companies wouldn't be so mindful."

Mondelez said that "like many other companies, we are experiencing higher costs for numerous ingredients".

It added: "We carry these costs for as long as possible, but to ensure Toblerone remains on-shelf, is affordable and retains the triangular shape, we have had to reduce the weight of just two of our bars in the UK, from the wider range of available Toblerone products."

Other food manufacturers have previously announced rises in their product prices, blaming the falling value of the pound following the UK's decision to leave the EU.

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**ACTIVITÉ PROPOSÉE**

**Unité de sens 1** : prise de notes orientée
Relevez au cours de votre lecture les mots et expressions qui expriment le mécontentement des fans

**Unité de sens 2** : Les solutions proposées par les consommateurs

**Unité de sens 3** : les justifications fournies par la marque de barre chocolatée

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