

This festive season gift your loved ones a box of Gruezi – Premium and authentic Swiss chocolates

100% Swiss chocolates prepared with a craft that has been mastered for over 200 years

Future Consumer Limited the food and FMCG arm of **Future Group** introduces ‘**Gruezi**’, a premium chocolate brand that offers **finest assortment of Swiss chocolates**. Gruezi chocolates are prepared by Switzerland based **Chocolat Frey AG**, one of the world’s most premium manufacturers of chocolate which is part of **Migros Group**.

Gruezi chocolates are available in two special packs **Gruezi Swiss Matterhorn Chocolates** and **Gruezi Assorted Centre Filled Chocolates**.

Gruezi Swiss Matterhorn Chocolates is an ode to the behemoth, the king of mountains, Matterhorn. Jagged peaks of velvety milk chocolate that sit around honey and almond nougat make every bite worth savouring.



Gruezi Assorted Centre Filled Chocolates include 4 indulging flavors such as **Triangolo, Mandolina, Caramelita and Giandor**.

Prepared with rich Swiss milk chocolate, **Triangolo** reminisces the rugged Alps. It is wrapped around smooth hazelnut cream and studded with hazelnut nibs adding a delightful crunch and texture.



Mandolina is a ripple of crispy surprise with velvety smooth milk chocolate centered with generous amount of crunchy almond crocant.



Caramelita is a stunning dome shaped milk chocolate with a twist of salt filled with the goodness of golden caramel.



Giandor has a delightful creamy almond heart hidden inside its rough edges coated with luscious milk chocolate.



Gruezi Swiss Matterhorn Chocolates and Gruezi Assorted Centre Filled Chocolates are both priced at Rs. 450 per box and can be purchased from Foodhall & select Big Bazaar Gen Nxt, Big Bazaar and Nilgiris stores in Mumbai, Delhi and Bangalore.

So go say hello to the best moments of your life with Gruezi.

ABOUT FREY

Chocolat Frey AG, based in Buchs in the Swiss Canton of Aargau, manufactures chocolate and chewing gum. The products of the leading chocolate manufacturer on the Swiss chocolate market are sold both in Switzerland and abroad under the brand name of Frey as well as additional private labels. The company, founded in 1887, is a business enterprise of the M-Industry and has been a

part of the Migros Group since 1950. Frey manufactures 2,400 products including a wide variety of chocolate bars (solid and filled), countlines (Blox, Risoletto, Branches and Frey d'Or), truffles and pralines, but also a wide range of chewing gum.

ABOUT FUTURE CONSUMER LIMITED (FCL)

FCL is India's first sourcing-to-supermarket food company by Future Group and is built on the virtue of sharing. Starting from the seeding of food at the farm to consumption from the plate, FCL acts as a catalyst for each of its stakeholders. From sourcing, processing, retailing to final act of consumption – FCL strikes a widespread cord between the lives of the farmer, a factory laborer, a worker on the shop floor and the housewife.

Food means sharing in India. It starts at the farms where neighbors, kith and kin join hands in tilling, sowing and harvesting of crops. Women come together to further process and prepare food. Recipes are passed down as heirlooms, shared by friends and neighbors and now on television by celebrity chefs. Under FCL's spectrum, the company sources best quality commodities from world over, comprises of extensive portfolio of established brands in food and HPC space, builds urban convenience store for key metros and cash-n-carry rural distribution models for other cities across India. (Integrated front end to back end).