

DEPUIS
1901



VILLARS

Corporate Gifting

Collection 2026-2027

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1901



VILLARS

L'amour du chocolat suisse



Villars, Swiss excellence since 1901

The story of Villars begins in 1901 in Fribourg, when Wilhelm Kaiser, a visionary young entrepreneur, transformed an old foundry in Villars-sur-Glâne into a chocolate factory. Refusing to join the major cartels that dominated the industry at the time, he chose independence. This bold wager laid the foundations of the Villars spirit: **boldness, rigour and creativity.**

Heritage & Innovation

From the creation of the iconic liqueur tablets in 1935 to its couverture chocolate range for professionals, and including the legendary “Tête au Choco”, the house has never ceased to innovate over 125 years while honouring its heritage. Villars remains guided by the same ambition: to elevate Swiss chocolate with exacting standards and passion, to delight the most discerning palates.



Fribourg, a land of authenticity and encounters

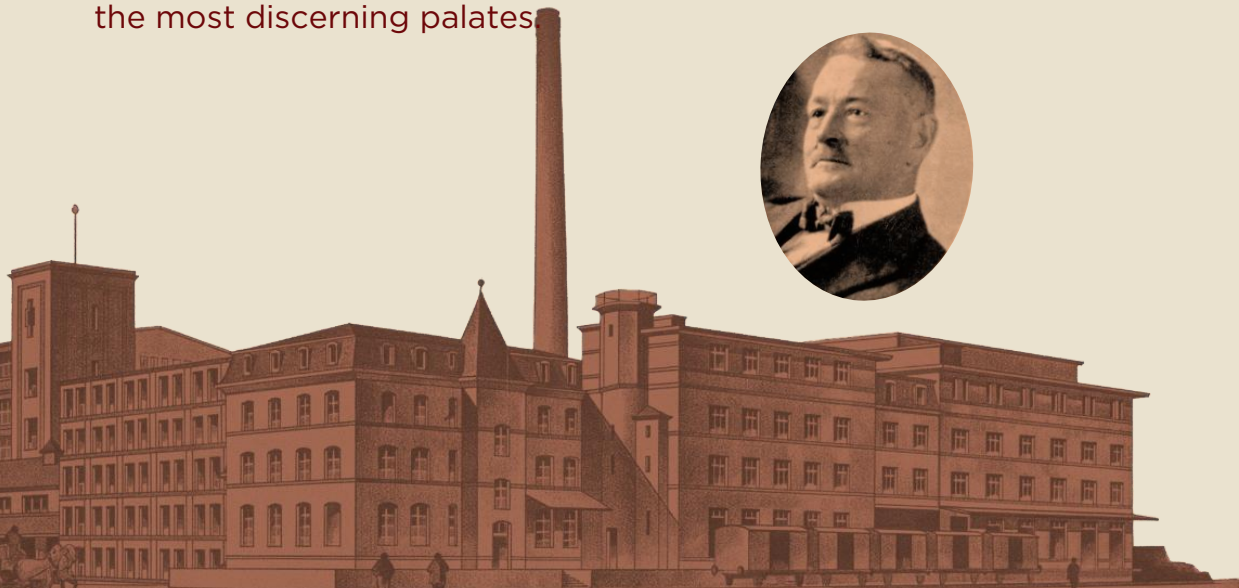
Villars draws its identity from its **Fribourg roots** and in the excellence of its master chocolatiers, passed down from generation to generation. This heritage nourishes a vision: to craft an authentic, elegant chocolate, shaped in respect of Helvetic traditions and the finest ingredients.



The Villars cow, a timeless icon

Created by illustrator Martin Peikert in the 1920s, the Villars cow quickly became an emblem.

To this day, this iconic silhouette accompanies the brand, evoking its dairy expertise and timeless elegance.



L'amour du chocolat suisse



From bean to bar: the art of chocolate craftsmanship

To craft an exceptional chocolate, we meticulously select cacao beans from the finest origins and blend them with precision.

We then roast them in-house within our chocolate factory, at a duration and temperature tailored to each origin, to reveal their unique aromatic notes.

Finally, we take all the time needed for the ultimate step — conching — which can last up to two full days for certain recipes, refining and releasing the aromas to perfection.

White Gold: Swiss Milk



The house draws its singularity from one emblematic ingredient: Swiss milk. Pure and rich in aroma, this white gold comes from small Swiss farms, allowing us to obtain certification guaranteeing the milk's origin and animal welfare.

Combined with the expertise of Fribourg's master chocolatiers, this milk is revealed through the finesse and elegance of Villars milk chocolate. Our secret lies in patiently pursuing this art — capturing its quintessence to create a palette of milky, creamy, caramelised, melt-in-the-mouth aromatic notes...

Pure or paired with ingredients from the world's finest origins — Madagascar Vanilla, Italian hazelnuts, Breton crêpes — our chocolates offer a truly exceptional tasting experience.

Artisan Creations

HANDCRAFTED CREATIONS BY OUR MASTER CHOCOLATIERS

Gift an exceptional experience with our ganache and praliné gift boxes, handcrafted with unrivalled expertise. An elegant and memorable gift, perfect for celebrating a success, thanking a partner, or marking a milestone with refinement and prestige.



Delicate Format Gift Box

Assortment of 15 pieces*
CHF 29.14
390685



Classic Format Gift Box

Assortment of 28 pieces*
CHF 43.76
390686



Prestige Format Gift Box

Assortment of 40 pieces*
CHF 58.38
390687

*Seasonal assortments subject to change from visuals shown

The Collector Boxes

THE GIFT BOXES

Elevate every gesture with our iconic metal gift boxes, true jewel cases with a timeless design. Filled with Old-fashioned chocolates, papillotes or liqueur drops, they offer a refined gift to thank a client, celebrate a success or mark your company's key milestones. An elegant present, ready to make a lasting impression on any occasion.



"Confédération" Old-fashioned Chocolates Box (200g)

3 recipes: Milk, Milk Bricelet, Dark
6 boxes per box: CHF 179.40
Unit price: 29.90
390213



"Les Larmes de Liqueur" Box (250g)

4 recipes: Milk Pear Williams, Milk Kirsch, Milk Apricot, Milk Edelweiss
6 boxes per box: CHF 172.20
Unit price: 27.97
390071



"Chalet" Praliné Box (250g)

4 praliné recipes: Milk Hazelnut, Dark Melting Cocoa, Dark Crispy, Milk Crispy
8 boxes per box: CHF 228.00
Unit price: 27.78
390225



"Mumu Cow" (250g)

3 praliné recipes: Lait Croustillant, Noir Croustillant, Lait Noisettes
6 boxes per box: CHF 167.40
Unit price: 27.78
390227

THE NAPOLITAINS

Rediscover our iconic recipes in an elegant small format, perfect for elevating every coffee break.



Mini milk & dark chocolate sleeves (250g)

18 sleeves per box: CHF 257.94
Unit price: CHF 14.33
390645



Mini dark chocolate sleeves (250g)

18 sleeves per box: CHF 257.94
Unit price: CHF 14.33
390646

OLD-FASHIONED CHOCOLATE SLEEVES

Offer a moment of pure indulgence with our sleeves composed of 32 tasting squares, the ideal choice for a refined and thoughtful gift.



Old-fashioned Dark Chocolate Sleeve (150g)

14 sleeves per box: CHF 143.22
Unit price: 10.23
390215



Old-fashioned Milk Chocolate Sleeve (150g)

14 sleeves per box: CHF 143.22
Unit price: 10.23
390214



Old-fashioned Assorted Chocolate Sleeve (150g)

14 sleeves per box: CHF 143.22
Unit price: 10.23
390216

The Coffee Break

Little Luxuries

PURE SWISS CHOCOLATES 50g

A trio of mini-bar assortments at 50 g, capturing the essence of our pure Swiss chocolates in an elegant format, the perfect indulgent gesture.



50g Chocolate Bar Pack "Pure Swiss Chocolates"

3 recipes: Blond, Milk and Fusion
21 trios 3x50g per box: CHF 173.88
Unit price: CHF 8.28
390241



THE 'TÊTES AU CHOCO'



Têtes au Choco

Original semi-dark 4 x 30g
16 plasticpacks per box: CHF 70.20
Unit price: CHF 4.05
390094



Minis Têtes au Choco

Original semi-dark 20 x 10g
12 plasticpacks per box: CHF 102.00
Unit price: CHF 8.50
390073

OUR PERSONALISATION OFFERING

In 50g, 50g Trio or 100g format, create personalised chocolate bars in your own colours, make a lasting impression while delighting the palate!



Pure 50g Chocolate Bars

200 bars minimum
20 bars per box



Héritage 1901 Collection (100g)

208 bars minimum
16 bars per box

Choose your personalisation format...

Bandeau



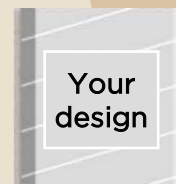
PU : CHF 3.25
For 1,000 units

Fourreau



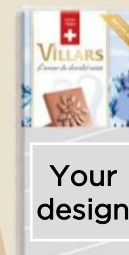
PU : CHF 3.54
For 1,000 units

Fourreau 3 Tab.



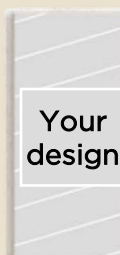
PU (3 tab.) : CHF 8.01
For 1,000 units

Half Sleeve



PU : CHF 4.60
For 1,008 units

Fourreau



PU : CHF 4.98
For 1,008 units

Personalise your sleeve from A to Z, just as we did for our 125th anniversary sleeve!

Create your own design, or let our designer handle it (+250 CHF)

OUR PERSONALISATION OFFERING

Our personalisation offering is also available on our metal boxes



“Mumu Cow” (250g)

3 praliné recipes: Milk Crispy,
Dark Crispy, Milk Hazelnut
102 boxes minimum
Unit price: 26.98 for 204 pcs



“Swiss Game” (400g)

Milk Chocolate
102 boxes minimum
PU : 26.14 for 204 pcs



“Confédération” Old-fashioned Chocolates Box (200g)

3 recipes: Milk, Milk Bricelet, Dark
102 boxes minimum
Unit price: 28.13 for 204 pcs



“Collector” Praliné Box (250g)

4 pralinés recipes: Milk Hazelnut, Dark
Melting Cocoa, Dark Crispy, Milk Crispy
104 boxes minimum
Unit price: 27.08 for 200 pcs

Choose your personalisation format...

Sleeves



Create your own design, or let
our designer handle it
(+250 CHF)

DELIVERY AND INFORMATION

Our team is at your disposal to guide and advise you throughout the fulfilment of your order



By phone
+41 26 426 65 42



By email
b2b@villars.com



Free delivery on all orders over CHF 350



Payment by invoice, net 30 days

INDIVIDUAL SHIPPING

Let us take care of the sending! We can ship individual parcels directly to your recipients!

This service includes the shipping box, labelling and the insertion of your personalised greeting card!

CHF 4.80 (50g or 100g bars)

CHF 12.00 (Other items)

*Prices in CHF excluding VAT: VAT is 2.6% for chocolate and 8.1% for personalisation and shipping.
Prices shown in this catalogue are indicative only and subject to change without notice.*