

17 August 2007

Embargoed until 00.01 Saturday 18 August

## Shhh... It's back!

### ...TOP SECRET FACT SHEET...

#### HISTORY OF WISPA

- 1981** First launched as a pilot in the Tyne Tees area, Wispa proved so popular that Cadbury had to build a new £12 million factory to launch nationally
- 1983** During the first week of national launch, a whopping **9.5 Million** bars were sold in Newcastle. The local Woolworths sold over **10,000** in one day!
- 1983** Wispa cost just 16p (1p cheaper than a Mars bar)
- 1995** Wispa Gold launched – Following this Wispa had a number of variants, including Wispa Mint and Wispa Bite
- 1999** Star Wars limited edition Wispa bars were launched to celebrate Episode One: 'The Phantom Menace'
- 2003** The last time Wispa was on our shelves
- 2007** Cadbury announces the return of the classic 1980's favourite – Wispa's coming back!

#### ICONIC 1980'S ADVERTISING

- Wispa was one of the first brands to use high profile celebrity endorsement for a launch campaign – the campaign was very of its day
- The TV advertising campaign, which ran throughout the 1980's, included famous acting and comedic duos such as Ruth Madoc and Simon Cadell (Hi De Hi), Nigel Hawthorne and Paul Eddington (Yes Minister), Windsor Davies and Michael Knowles (It Ain't Half Hot Mum), Dennis Waterman and John Thaw (Sweeney) and the long running combination of Mel Smith and Griff Rhys Jones
- Other classic campaign duos included Julie Waters and Victoria Wood and Rula Lenska and Dennis Waterman
- These iconic 1980's adverts have been kept alive thanks to online fans and YouTube where they now receive cult status
- The initial advertising strap line for Wispa was, '**Bite it and believe it**'

## LITTLE KNOWN WISPA FACTS

- Product research during the early 1980s revealed that the Wispa bar was perceived as a new 'textual experience' which offered a deep bite followed by a rapid and rich chocolate delivery
- The name 'Wispa', which is a combination of 'wisp' and 'whisper', was chosen to reflect this 'textual experience'
- The first Wispas were deemed too big for a lady to fit in her mouth and so they had to be scaled down

## BUBBLE FACTS – A CLOSELY GUARDED SECRET!

- The production of the Wispa bar involves a revolutionary, fine bubble creating technique
- Wispa's top secret taste, texture and quality is closely guarded by a 'Bubble guru'
- It is the Wispa 'Bubble guru's', expertise and knowledge of 'aeration' that makes sure every bar is evenly distributed with the finest, mouth watering bubbles that make the bar so unique
- The Wispa recipe is locked away and remains a secret to be kept within Cadbury's legal team

**For more information, images or an interview with a Wispa spokesperson, please contact:**

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