

*Speciality*  
Swiss Milk Couverture

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# Tradition & Handcraft

## Milk originating in Switzerland



In addition to our renowned Grand Cru dark couvertures, we specialize in producing exclusive milk couvertures from the finest rich Swiss milk.

Switzerland and chocolate are synonyms for quality world-wide. In 1875 the Swiss Daniel Peter was the first to combine milk with chocolate and hence created the famous Swiss milk chocolate.

Agriculture with rural farming is a tradition that dominates the Swiss landscape. Farmers place a great deal of value and care in this traditional occupation, milk production is especially important. Small farms predominate, 80% of which have approximately 30 cows or less.

70% of Switzerland's utilized agricultural area is devoted to grassland, making it ideal for grazing and milk production. This

equates to one third of the total area of Switzerland. Hedges, meadows and fruit trees enrich the fields and biodiversity.

In addition, the natural biodiversity in the various regions ranging from the foothills to alpine meadows on which our cattle graze contributes to the unique quality of Swiss milk.

Each region within Switzerland has its own characteristics which is also reflected through the typical local cattle breed in each area.

There are four primary cattle breeds in Switzerland. In the Canton of Schwyz, the location of our production, the indigenous Swiss Brown predominates. Up to one hundred years ago this famous breed even carried the name of our canton.

As soon as the harsh winter months pass and spring begins, many farmers walk their stock from the valleys to mountain alps. This annual procession composed of cattle and farmers wearing their traditional costumes, known locally as "Alpaufzug", is a festive event celebrated by many villages. While on the Swiss Alps, the cattle graze on pastures blooming with over one hundred different herbs and grasses and drink from the crystal clear spring water. This pure and lush nourishment contributes to the rich milk used in the production of Swiss milk chocolate.

Alpine farming is beneficial for both flora and fauna. It contributes to the continuation of biodiversity and natural variety, ensuring the sustainability of mountain meadows for generations to come.



## **Environmental and animal friendly milk production**

Swiss milk producers deliver the world's best milk quality. Dairy farmers have been required to fulfil rigid control standards since many decades. Quality standards and controls are regulated through legislation and are strictly enforced. The Swiss regulations are substantially stricter in regard to environmental and animal friendly production than regulations of neighbouring countries.

Cattle can drink clean water, eat lush grass and breathe fresh air. The well-being of the animal is of highest priority. Healthy cattle with sufficient free room produce the best milk.

We carefully enhance our noble couverture using finest Swiss milk powder, whether it is skimmed, partially skimmed, whole milk or cream powder.

The traditional roller drying method of the milk lends a typical caramel character to the couverture while the modern spray drying method contributes to the silky structure.

The specially created and well balanced couverture recipes are the secret to the unique tasting profiles. Our milk chocolates reflect the unforgettable enjoyment of Swiss culture and traditional hand craft.

Felchlin Switzerland is proud to be able to continue the tradition of producing exclusive Swiss milk chocolate using quality milk of Swiss origin.