

Aztec bar

From the sweeties.net wiki

The Aztec was a chocolate bar made by Cadbury from 1967. It was nougat and caramel covered in milk chocolate, sold in a deep purple wrapper, and it had one job: to take on the Mars bar.

Cadbury against Mars

By the 1960s, the Mars bar, first made in Slough in 1932, was one of the biggest sellers in Britain. It is a simple formula: caramel and nougat under milk chocolate. The Aztec was Cadbury's attempt to beat it at its own game, with the same kind of filling and Cadbury's own milk chocolate. See [Forrest Mars and the Mars bar](#).

A short life

It did not work. The Aztec was discontinued in 1978, after about eleven years. Cadbury tried again in 2000 with a revived Aztec 2000, but that was also discontinued soon after.

The one that worked

Cadbury did find a successful answer to the Mars bar elsewhere. The Moro, first sold in New Zealand in the 1960s, was a similar product that became a much more successful rival there.

Why the Aztec is remembered

Like many sweets of the 1960s and 1970s, the Aztec lives on mainly in people's memories, with its purple wrapper and its brief moment as a challenger to the Mars bar. For another lost bar, see the [Texan](#).

Chocolate bar rivalries

The Aztec was part of a long running battle between Britain's chocolate makers. Cadbury and Mars have competed for decades, and Cadbury itself later became part of the American group Kraft, now Mondelez, in 2010: see [how Cadbury was sold to Kraft](#).

More lost sweets

For more bars and sweets that have come and gone, see [sweets you can no longer buy](#) and [what sweets were popular in the 1970s?](#)

Earn rewards on sweeties.net

Earn loyalty points on every order. Free to join.

+100 pts

Create your free account

Welcome bonus + earn on every order.



100 pts = 1 tree

Plant a tree in Scotland

Pledge points to our reforestation partner.



sweeties.net · Tunbridge Wells, Kent · hello@sweeties.net · 3-click cancel at sweeties.net/cancel/