

Texan bar

From the sweeties.net wiki

The Texan was a chocolate covered bar of nougat and toffee, sold in Britain in the 1970s and 1980s. It was very chewy, and that was the whole joke.

The cowboy adverts

The television adverts starred a cartoon cowboy captured by bandits and tied to a stake. Asked if he had a last request, he asked for a Texan bar. It took him so long to eat that his captors fell asleep, and he escaped. His catchphrases were that someone should have told them a Texan takes time a chewin, and that it sure is a mighty chew.

The adverts made the point perfectly: this was not a bar you finished in a hurry. Building a whole advertising campaign around how long a sweet takes to eat was a bold idea, and it is a big part of why people still remember the Texan decades after it disappeared.

Voted the best

The Texan was withdrawn from sale in 1984. But it was not forgotten: in a 2004 survey of sweet shop customers, the Texan bar was rated their favourite sweet of all time, by a large margin.

The 2005 comeback

That affection did not go unnoticed. In 2005 Nestlé brought the Texan back as a limited nostalgia edition. It was a brief return rather than a permanent one.

A bar of its time

Chewy chocolate bars built around nougat and toffee were a big part of the 1970s sweet counter, alongside rivals such as Cadbury's [Aztec](#). Many of them have gone, but their names are still a quick way to take people back to their childhood, much like [Spangles](#).

More lost sweets

For the rest of the list of sweets and bars people most want back, see [sweets you can no longer buy](#) and [what sweets were popular in the 1980s?](#).

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