

The Wispa comeback

From the sweeties.net wiki

The Wispa is a bar of aerated milk chocolate made by Cadbury. Its story is one of the few in the world of discontinued sweets with a happy ending, and it was written by its fans.

Launch

Cadbury launched the Wispa in 1981 as a trial in North East England. It was a success, and the bar went national in 1983, as Cadbury's answer to Rowntree's Aero.

How the bubbles get in

The Wispa's texture comes from tiny bubbles. Molten chocolate is aerated with gas, usually carbon dioxide or nitrogen, under high pressure, which creates microscopic gas bubbles in the liquid. As the chocolate cools, the pressure is lowered to normal, the gas pockets expand and are trapped. Air is not used, because it would oxidise the chocolate.

Dropped in 2003

In 2003 Cadbury turned Dairy Milk into a family of sub brands, and as part of that relaunch the Wispa was discontinued. In its place came Dairy Milk Bubbly, a standard moulded bar rather than a single countline bar.

The campaign

Fans did not accept it. Internet campaigns and an online petition to bring back the Wispa slowly gathered momentum. Bring Back Wispa groups sprang up on Bebo, MySpace and Facebook. At the 2007 Glastonbury Festival, during a performance by Iggy and the Stooges, several Wispa fans invaded the stage with a banner reading Bring Back the Wispa.

Cadbury listens

In August 2007 Cadbury announced that the Wispa would return on 8 October 2007, with a limited run of 23 million bars and the promise of a permanent return if sales were strong. They were. The Wispa came back permanently in October 2008.

The comeback even had a comic sequel: in 2008 a woman auctioned an out of date original Wispa, found in a sofa, on eBay for charity.

The lesson

The Wispa showed that, sometimes, loud enough fans can bring a sweet back from the dead, a hope shared by fans of [Spangles](#), the [Texan bar](#) and many more. For others still waiting, see [sweets you can no longer](#)

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