

"Shrinkflation"

Because of the rising costs for ingredients, Toblerone has decided to reduce the size of two of its candy bars.



We tried to find these two bars in our local stores in Massachusetts but these sizes weren't offered. Evidently they are only offered in Britain. So we went online to see what we could find. The two sized bars that have been reduced will come in the original size box and retain their original prices.

We found this side-by-side comparison photo and added centimeter rulers to the image.





1. How might you measure the change in volume between the before and after Toblerones pictured above? What do you notice? What do you guess?

We also found that the 400-gram bar will be reduced to a 360-gram bar and that the 170-gram bars would be reduced to 150-gram bars.

2. Do these reductions in weight agree with our visual calculations that you made in problem #1? Please explain your thoughts and calculations and consider why your calculations may or may not have agreed.

We did find an advertisement for these two bars online but the comparisons between the old and new sizes don't seem to be easy to make.

Here's what we found:

The 400-gram bar will be reduced to a 360-gram bar	The 170-gram bar will be reduced to 150-grams.
 <p>Toblerone Milk Chocolate, (14.1 oz) 400g by Toblerone ★★★★☆ 21 customer reviews Share Facebook Twitter Compare: Offers for this product Offers for this product and similar products Price + Shipping \$13.35 (\$0.95 / ounce) New & FREE Shipping + \$0.00 estimated tax</p>	 <p>Toblerone Milk 170g - Case of 10 £10</p>

3. What are a few of the issues that you will need to address in order to compare these prices?

4. In your group, decide what question you want to answer with your calculations.

Examples:

- Does the size reduction of the bars corresponded fairly to the price increase?
- Is the price increase consistent between the two sizes of candy bar?
- How might you adjust the prices of the new products so that they represent a cost that is more proportional to the cost per gram of the original bars?

With your group, work out what question you will try to answer and how you will make your comparisons. Work together to create an analysis that you can present to your class. You will probably need to know the value equivalence of the British pound and the U.S. dollar. At the time of publication, November 12, 2016, £1 = \$1.26.



One chocolate lover suggested that this is what a Toblerone would look like in 3 years.

Source: <http://www.nytimes.com/2016/11/09/world/europe/toblerone-triangle-change-uk.html?ref=todayspaper>
<http://www.bbc.com/news/business-37908692>

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