

# back the Polly Waffle

## NEWS

Twelve months after buying the Violet Crumble brand, SA sweet-maker Robern Menz has announced it is planning to bring back another iconic Australian chocolate bar – the Polly Waffle.



Robern Menz CEO Phil Sims with a Polly Waffle, now more than 10 years old, found among the equipment acquired from Nestlé alongside the Violet Crumble brand.

The company, which also makes FruChocs, said today it had signed a deal with Nestlé that would see it take ownership of the Polly Waffle brand, trademark and recipe.

“With production ceasing almost 10 years ago, Polly Waffle has entered into the territory of Australian legend,” Robern Menz CEO Phil Sims said in a statement.

“There are kids and even young adults out there who don’t really know what a Polly Waffle is and haven’t tasted it before, but there are also many devoted fans

There is no indication of when the chocolate bar might hit the market, with Robern Menz saying it still needs to undertake a project to “build capability” to re-create the Polly Waffle and “assess commercial viability to produce from its factory in Adelaide”.

Originally created by Melbourne-based business Hoadley’s Chocolate in 1947, the marshmallow, waffle wafer and chocolate bar was discontinued in 2009 by Nestlé, which had bought it in 1988.

Fans have long been agitating for its return, with a “Bring back the Polly Waffle” [Facebook page](#) attracting around 55,500 followers.

Others have tried to replicate the recipe, including Melbourne’s Chocolate Works, which in 2015 launched “The Great Aussie Waffle Log”.



A recent meme shared on the ‘Bring back the Polly Waffle’ Facebook page.



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Polly waffle .

Robern Menz spent \$4 million on a refit of its Adelaide factory and recruited an extra 30 staff to produce the Violet Crumble bars. It announced earlier this month that it was also reintroducing bags of bite-sized Violet Crumble, which will be available from March.