

Wispa Gold goes on sale - for £961.48 for Charity

The "world's most expensive chocolate bar" is being put on sale to mark the relaunch of a popular treat.

All proceeds from the sale will go to the UK Lowe Syndrome Trust, of which Tony Hadley is patron.



The chocolate bar went back into production last month following a huge drive on the online networking site Facebook Photo: GETTY

With the gold leaf-covered special edition priced at £961.48, the new Wispa Gold is unlikely to attract many buyers until the 55p version hits the shelves in September.

The chocolate bar went back into production last month following a huge drive on the online networking site Facebook, where more than 22,000 people joined the group "Bring back Cadbury's Wispa Gold".

Tony Hadley, singer with Spandau Ballet whose biggest hit was Gold, was enlisted to deliver the special edition Wispa Gold to Selfridges in London, accompanied by a full security team to ensure it is kept under lock and key.

The bar's eye-watering price is said to be the precise value of its weight in gold.

Ross Farquhar, Wispa brand manager, said: "We believe this is the most expensive bar of chocolate to go on sale ever."

The bar is covered in edible gold leaf and sheathed in a gold leaf wrapper and will be on display for one week in the store's jewellery department.

All proceeds from the sale will go to the UK Lowe Syndrome Trust, of which Hadley is patron.

"(Wispa Gold) is a great product that so many fans want to see back on the shelf and the money is going to a really good cause," Hadley said.

The original Wispa bar made a permanent return last year after 41 million bars sold out in 18 weeks - a rate of nearly four per second.

Originally launched in 1995, the caramel-filled Wispa Gold was discontinued in 2003 but is due to go on sale again on September 14 for a "limited period".

It joins a growing list of nostalgia-fuelled 20th century comebacks, including food such as Arctic Rolls, television shows such as Gladiators and pop groups such as Take That - and indeed Spandau Ballet.