

New Swiss Miss Lite.[®]

When you taste what we put in,
you won't believe what we took out.

What we put in are the same select, imported cocoas
we use in our regular hot cocoa mixes for an old-fashioned
chocolatey taste.

What we took out is one-third of the calories.
Without using artificial sweeteners or preservatives.

You won't believe the taste.

The image features a man with a wide-eyed, open-mouthed expression of surprise or delight, resting his chin on his hand and holding a white mug. In the foreground, there is a yellow tub of Swiss Miss Lite Hot Cocoa Mix and a yellow box of Swiss Miss Lite Hot Cocoa Mix. The box prominently displays the text "Swiss Miss LITE HOT COCOA MIX" and "NO ARTIFICIAL SWEETENERS". A small illustration of a Swiss Miss doll is on the box. To the right of the box stands a full-sized Swiss Miss doll, a blonde girl in a blue dress and white apron. The background is dark, making the man and the product stand out.

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