Beat: Lifestyle

FERRERO x NETFLIX: A NIGHT OF PURE IMAGINATION

INSIDE AN EXCLUSIVE PARISIAN EVENING

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USPA NEWS - There are Evenings that you attend — and there are Evenings that transport you Somewhere Else Entirely...

On Tuesday, September 22, Ferrero and Netflix invited a Select Group of Guests to step beyond the Ordinary and into the Extraordinary, unveiling their New Wonka-Inspired Collection during an Exclusive Evening at the Théâtre du Merveilleux at the Pavillons de Bercy.

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Set within the Extraordinary World of the Pavillons de Bercy, a Historic Parisian Venue known for its Theatrical Architecture and Immersive Atmosphere, the Evening felt less like a Traditional Product Launch and more like entering a Secret Door into Another Universe.

And perhaps that was precisely the Point.
Because Wonka has never really been about Chocolate Alone. It has always been about Wonder.

- A TICKET BACK TO CHILDHOOD

For Generations, the Name Wonka has represented a Particular Kind of Magic: the Belief that the Impossible might be Possible, that a Chocolate Bar could hide a Surprise, and that behind an Ordinary Door there might be an Extraordinary World waiting to be discovered.

Ferrero's New Collection embraces precisely that Spirit.

Announced Earlier this Year as Part of a Global Collaboration with Netflix, the Range brings the Wonka Universe into the World of Chocolate, Confectionery, Ice Cream and other Indulgent Creations. The Ambition is not simply to reproduce an Iconic Story, but to reinterpret its most Enduring Ingredients: Imagination, Curiosity, Invention and Surprise.

On September 22, that Philosophy moved from the Screen and the Supermarket Shelf into a Physical Experience. The Théâtre du Merveilleux became a Playground for the Imagination — a Place where the Adult World seemed, for a Moment, to loosen its Grip.

And suddenly, Childhood was not a Memory. It was a Destination.

- WHEN CHOCOLATE BECOMES STORYTELLING

The most Fascinating Connection between Ferrero and Wonka lies in their Shared Understanding of Chocolate as something far more Emotional than a Simple Confection.
In the Wonka Universe, Chocolate is Synonymous with Discovery. Every Creation carries the Promise of Something Unexpected.

Ferrero approaches the New Collection from a Similar Perspective, using its Decades of Confectionery Expertise to explore New Combinations of Flavours, Textures, Colours, Shapes and Formats. Ferrero's R&D Teams describe this Philosophy as the “Wonka Twist” — taking Something Familiar and transforming it into Something Surprising.

It is a Remarkably Natural Meeting of Worlds:

* Wonka provides the Dream.
* Ferrero provides the Craft.
* And Chocolate becomes the Bridge between the Two.

- THE ART OF MAKING THE IMPOSSIBLE FEEL REAL

There is an Intriguing Parallel between the Fictional Chocolate Factory and the Real-World Work behind Ferrero's Collection. In the Story, Willy Wonka imagines Things that seem Impossible — and then finds a Way to make them Real. Inside Ferrero's Laboratories, the Process begins in much the Same Spirit: with an Idea on Paper, followed by Experimentation, Prototypes, Testing and Refinement until Imagination can finally become Something Tangible.

Ferrero says its Teams explored New Recipes, Textures, Shapes and Formats while maintaining the Quality Standards and Technical Expertise associated with the Group. Some Concepts even required the Development of New Equipment and Manufacturing Solutions to reproduce the Visual Effects imagined during Development. The Result is a Collection designed not merely to be eaten, but to be discovered.

And that Distinction matters. Because the most Memorable Luxury Experiences are rarely about the Object itself. They are about the Emotion surrounding it.

- PARIS, THE PERFECT STAGE

Choosing the Théâtre du Merveilleux for the Occasion added Another Layer to the Story. Located within the Historic Pavillons de Bercy, the Venue is Itself an Invitation to leave Reality behind. Originally Part of the former Bercy Wine Warehouses, the Site is now renowned for its Theatrical Spaces, including the Théâtre du Merveilleux and the Musée des Arts Forains.

For an Evening dedicated to Wonka, the Setting felt almost destined.
* Paris supplied the Elegance.
* The Venue supplied the Theatre.
* Ferrero supplied the Chocolate.
* Wonka supplied the Dream.
Together, they created an Experience where the Traditional Boundaries between Brand Launch, Entertainment and Storytelling became Almost Impossible to distinguish.

- FROM THE SILVER SCREEN TO THE CHOCOLATE BOX

The Collaboration also reflects Something Bigger happening within the Wonka Universe. Netflix has been expanding the World Beyond Traditional Film and Television, with New Projects including the Competition Series Wonka's The Golden Ticket, which launched in September 2026, and the Animated Feature Charlie vs. the Chocolate Factory, scheduled for 2027.

Ferrero's Collaboration therefore arrives at a Fascinating Moment: Wonka is no longer simply a Story watched on a Screen. It is becoming an Experience that can be entered, played with, tasted and shared. The Chocolate Aisle becomes Another Chapter of the Story. The Packaging becomes Another Piece of the Mythology. And Every Bite becomes, in its Own Small Way, an Invitation to believe again.

- THE LUXURY OF WONDER

Perhaps the Greatest Luxury of the Evening was not Exclusivity.
It was Permission:
* Permission to be Curious.
* Permission to be Surprised.
* Permission, even for One Night, to forget the Adult World and rediscover the Uncomplicated Pleasure of Childhood.

That is the Genius of the Wonka Universe: it speaks Simultaneously to the Child who once dreamed of finding a Golden Ticket and to the Adult who still secretly wishes that such a Ticket might exist. Ferrero understands that Emotional Connection.

Its New Collection does not simply borrow the Imagery of Wonka. It attempts to capture the Feeling behind it — the Anticipation before opening the Box, the Curiosity before taking the First Bite, the Moment when something Familiar suddenly becomes Magical. And perhaps that is why the Partnership feels So Natural. Because Ferrero and Wonka share the Same Fundamental Belief: the Best Experiences begin with a Little Imagination.

- AND THE STORY IS ONLY BEGINNING

As Guests left the Théâtre du Merveilleux that Evening, the Feeling was less that a Product Launch had come to an End than that a New Chapter had begun. Ferrero's Wonka Range is rolling out across key European Markets, including France, as well as the United States, the United Kingdom, Italy and Germany, bringing the World of Wonka from Imagination into Everyday Moments of Indulgence.

For One Evening in Paris, however, the Collection was something more. It was a Reminder that Luxury does not always have to be Serious. Sometimes, Luxury is being able to step through an Extraordinary Door, taste something Unexpected, and remember — if only for a moment — what it felt like to believe that Anything was Possible.

Welcome to the World of Wonka. Where Chocolate becomes Imagination, Imagination becomes Experience, and Childhood never really has to end.

Source:
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Exclusive Evening at the Théâtre du Merveilleux at the Pavillons de Bercy

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