

[Send Flowers from \\$30](#)



[Home](#) [Top Stories](#) [Business](#) [Tech](#) [Politics](#) [World](#) [Local](#) [Entertainment](#) [Sports](#) [Op/Ed](#) [Science](#) [Health](#) [Full Coverage](#)

Oddly Enough - Reuters - updated 7:38 AM ET May 5



[Reuters](#)

Thursday May 3 7:44 AM ET

Introducing the One-Scent Stamp!

ZURICH (Reuters) - Swiss mailboxes will smell more sweetly with the advent next week of chocolate-scented postage stamps on letters and packages.

Swiss Post said Wednesday the 0.90 Swiss franc (\$0.520) stamps marking the centenary of Chocosuisse, the association of chocolate makers and importers, would be valid from May 9.

Besides smelling like chocolates, the new brown stamps look like they are made from the confection. Sold in blocks of four or 15, they come on paper designed to look like a foil candy wrapping.

Sales started Wednesday. A Swiss Post spokesman said he expected the stamps would actually be used, recalling the long queues of buyers eager to snap up last year's knitted stamps -- another Swiss Post world premiere.


He said there had been media interest from as far afield as the United States and added initial numbers on the public's appetite for the stamps would be available only next week.

Though tempting, the stamps are calorie-free. Their scent is purely artificial, stored in millions of minute pellets held on by a slim layer of varnish scratched away to release the odor.

The Swiss Post said it had initially mulled plans to issue chocolate-flavored stamps, but they were dropped for hygienic reasons and because extensive licking could remove the adhesive and cause the stamps to disintegrate.

[Email this story](#) - [View most popular](#) | [Printer-friendly format](#)

Archived Stories by Date:

News Resources
 Message Boards: Post/Read Msgs (21 msg May 4, 3:59 AM ET)
 Conversations: Start a live discussion

Lose 10 Pounds By June 4th



eDiets

Free Diet Profile

Email: _____

Height: _____ ft _____ in

Weight: _____

Age: _____

Sex: F M

Search News

[Advanced](#)

Search: [Stories](#) [Photos](#) [Full Coverage](#)

Copyright © 2001 Reuters Limited. All rights reserved. Republication or redistribution of Reuters content is expressly prohibited without the prior written consent of Reuters. Reuters shall not be liable for any errors or delays in the content, or for any actions taken in reliance thereon.

Copyright © 2001 [Yahoo! Inc.](#) All rights reserved.

[Questions or Comments](#)

[Privacy Policy](#) - [Terms of Service](#)