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## Mondelez WTR volleys Cadbury FC tour to Luton Airport with immersive digital activation

**June 27, 2022** – Mondelez World Travel Retail (WTR) has arrived at the next stop of the Cadbury Football Club global tour with an interactive pop-up that brings fresh excitement and digital engagement to football fans and chocolate lovers at Luton Airport. Building on already-escalating football buzz, the launch of the activation was celebrated with a visit by popular football broadcaster and social media star, Craig Mitch.

On the xxx of May, Craig Mitch, who has interviewed some of the world’s biggest football stars and worked with the UK’s top television and radio stations, delighted travellers at the airport as he explored the activation and hosted an online competition to award fans with a Harry Kane shirt as well as opportunity to win 10 unique laser-etched chocolate bars.

Brand-new technology has been used to create 156 exclusive Cadbury Dairy Milk chocolate bars etched with one of the top six Premier League teams football crests (Liverpool, Manchester City, Chelsea, Tottenham, Arsenal and Manchester United). A first-of-its-kind innovation, the technology enables Cadbury to create precision detail images, never before seen displayed on a chocolate bar.

The Luton Fan Zone features various engaging digital elements to build on the cutting-edge in-store innovation that Cadbury has consistently brought to the channel. The Fan Zone includes signed football shirts by Harry Kane and Virgil Van Dijk that travellers can take pictures with, the exclusive laser-printed bars, stadium-themed shelving for products as well as augmented reality sleeves with a QR code, allowing fans to take Cadbury FC home with them. The Fan Zone also includes interactive football games played on a tablet and projected on a big screen, encouraging travellers to test their skills to see how many targets they can hit.

**Dogus Kezer, Marketing Director, Mondelez WTR,** said: “The next stop of the Cadbury FC tour sees Mondelez WTR once again bringing a memorable and distinct experience to our travelling consumers, and truly pushing boundaries with cutting-edge technology to differentiate the offering in the channel. The combination of digital innovation and this iconic partnership between the Premier

League's top teams and the UK's favourite chocolate - as well as strategic amplification through social media icons like Craig Mitch - has delivered remarkable excitement across the traveller journey."

**Craig Mitch, radio and television presenter**, said: "Working with Cadbury FC would be a dream come true for any football fan. I had the most incredible time playing games, talking footie, interacting with travellers at Luton and having a bite of delicious chocolate. With the football season over, this was an amazing way to stay connected with Premier League fans."

The Cadbury FC activation will be at Luton until July.

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### **About Mondelēz International**

**Mondelēz International Mondelēz International, Inc.** (Nasdaq: MDLZ) empowers people to snack right in over 150 countries around the world. With 2021 net revenues of approximately \$29 billion, MDLZ is leading the future of snacking with iconic global and local brands such as Oreo, belVita and LU biscuits; Cadbury Dairy Milk, Milka and Toblerone chocolate; Sour Patch Kids candy and Trident gum. Mondelēz International is a proud member of the Standard and Poor's 500, Nasdaq 100 and Dow Jones Sustainability Index. Visit [www.mondelezinternational.com](http://www.mondelezinternational.com) or follow the Company on Twitter at [www.twitter.com/MDLZ](https://www.twitter.com/MDLZ).

### **About Mondelez World Travel Retail**

Mondelez World Travel Retail, a member of the Mondelēz International family, is the leading confectionery manufacturer in travel retail that makes every traveler's journey delicious in airports, ferries, airlines, and border stores across the globe. Its portfolio covers all main confectionery categories, chocolate, biscuit, gum and candy, with beloved brands such as Toblerone, Milka, Cadbury, Oreo, Daim, Côte d'Or, Mirabell, Marabou, Freia, Trident, Stimorol and Bassett's. Visit [www.mwtr.com](http://www.mwtr.com).

