



**Contacts:** Lumka Nofemele  
+27765465220  
[lumka@filtrqingwa.com](mailto:lumka@filtrqingwa.com)

## **Mondelez WTR and Dufry tap into British culture with sweet new space**

**July 18, 2022** – Mondelez WTR and Dufry have brought the heart of Britain to Heathrow Airport through a permanent new Cadbury installation.

This space, in the World Duty Free store in Heathrow’s busy Terminal 3, replaces the previous Cadbury teapot installation and brings to life some of the UK’s most iconic landmarks including Big Ben, the London Eye and the world-famous London Cab.

The main attraction of the installation is the central product display housed in a black London cab inspired gondola. The cab windscreen features a fun animation with a London personalization. This is accompanied by a Cadbury personalized postcard screen on the bonnet, allowing customers to have their photo taken and added to a Cadbury postcard, which is sent over a chocolate London landscape to friends or family.

Cadbury is an integral part of UK heritage and is using this space to bring Britishness to life in an exciting way for Heathrow’s customers. The new installation in the World Duty Free store also introduces the newly renovated Cadbury 300g pouches and new Cadbury brand image that show the true heritage of the brand.

This Cadbury space works as a signpost for the confectionery category in Heathrow Airport and serves as an example of how the partnership between Mondelez and Dufry brings innovative and exciting experiences to life on the shopfloor.

**Dogus Kezer, Marketing Director, Mondelez WTR**, said: “In the quest of always looking to create more engagement and excitement for passengers, we went one step forward and expanded and highlighted the Britishness of the brand with the new elements created, evolving from the previous Cadbury Teapot

that was in place and that had already delivered great results and brought Sense of Place to the category.”

**Philippe Moryl, Global Category Management Head – Confectionery, Food, Souvenirs & Toys, Dufry Group**, said: “Dufry is thrilled to have given an incredible space at the heart of confectionery to a much loved brand that is very much in the hearts and minds of our customers, when they visit Heathrow airport. We’ve been collaborating on this project for some time and it is a true testament of the great partnership between Dufry and Mondelez, which has allowed us to deliver stand out concepts that bring unique engagement, excitement, and fantastic shopping experiences to our World Duty Free store in Heathrow Terminal 3.”

**ENDS**

### **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).

