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Mondelez WTR Expands Global Rollout of Iconic Bag That Gives Back Activation to Sydney in partnership with Heinemann

September 18, 2023 -- Mondelez World Travel Retail (WTR) is championing sustainability within travel retail with its global rollout of Toblerone's Bag That Gives Back campaign. From Europe to the Middle East and now Sydney, Australia in partnership with Heinemann, the campaign spotlights Mondelez WTR and partners' dedication to support local communities and worthy causes within their value chains. This landmark activation also marks Mondelez WTR's first ever corporate social responsibility (CSR) campaign in the Asia Pacific region, speaking to the confectionery leader's commitment to advance its Travel Retail Made Right mandate around the world.

Throughout August and September, Sydney Airport passengers passing through the departure terminal can engage with the Bag That Gives Back activation and make a positive contribution. By riding a life-size wooden tricycle, every kilometer cycled generates 1 AUD donation towards Mondelez WTR's Ghana Mobility Initiative, a project centered on providing tricycles for local Ghanaian cocoa communities in partnership with Cocoa Life and Child Rights International. The campaign aims to enhance mobility for children and small businesses in Ghana, and the interactive activation allows travelers to understand the project's impact in a memorable and meaningful way.

In addition to the iconic tricycle, travelers can also enjoy special price promotions when they purchase two 360g Toblerone bars or two 272g Toblerone Tiny Bags – the perfect gifts for passengers to take for their loved ones back home.

This latest iteration of the Bag that Gives Back campaign marks many firsts for Mondelez WTR. Crossing continents, the confectionery leader hosts its first CSR activation in Asia Pacific, whilst

expanding its partnership portfolio, partnering with Heinemann for the first time on a charitable giving activation.

Cocoa Life is Mondelez International's cocoa sustainability program focusing on making cocoa sourcing more sustainable in key cocoa-producing countries. Cocoa Life aims to help uplift the people and protect the landscapes that it reaches, bringing dynamic change to the communities and forests where the cocoa bean grows before becoming the snacks that consumers love.

Child Rights International is a non-profit organization committed to ensuring that children's voices and contributions are recognized and valued in society, reaffirming children's faith in a better and brighter future.

Bilal Ari, Senior Business Development Lead, Asia Pacific Region for Mondelez WTR, said: "We are proud to bring yet another iteration of the Bag That Gives Back campaign to a new part of the world. Our activation at Sydney Airport marks an important milestone for us as we work with our incredible partner, Heinemann, to bring greater global awareness and positive change to the channel, a goal that can only be achieved through collaboration, creativity and commitment. This campaign champions the Travel Retail Made Right agenda but more than that, it speaks to the commitment Mondelez WTR and partners are collectively making to implement sustainable practices and products in the channel and beyond."

Ranjith Menon, Director of Purchasing - Beauty, Liquor, Tobacco and Confectionery at Heinemann Asia Pacific, said: "We are delighted to partner with Mondelez WTR as they mark their first ever Bag That Gives Back activation in the region. This campaign encompasses our collective commitment to making a positive impact through travel retail. The campaign is a great blend of raising awareness for an impactful cause, while bringing something new and exciting to the airport environment for passengers to enjoy. Over the next few weeks, we hope that travelers engage with the campaign, make a positive contribution and walk away with a better understanding of the communities that make their chocolates."

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About Mondelēz International

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of snacking with iconic global and local brands such as Oreo, Ritz, LU, Clif Bar and Tate's Bake Shop biscuits and baked snacks, as well as Cadbury Dairy Milk, Milka and Toblerone chocolate. Mondelez International is a proud member of the Standard and Poor's 500, Nasdaq 100 and Dow Jones Sustainability Index.

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