



**Contacts:** Tasmiyah Randeree  
**+27607083754**  
tasmiyah@we-purple.com

## **An Ode to British Heritage: Mondelez WTR Delights Travelers with Cadbury ‘Sense of Place’**

February 28, 2023 - Mondelez World Travel Retail (WTR) is paying homage to Cadbury’s British roots with the launch of the Cadbury Dairy Milk Great Britain 520g Pouch. The latest ‘Sense of Place’ innovation from Mondelez WTR enables travelers to take a piece of Britain home with them. The pouch has been launched exclusively with Dufry and has been available to shoppers across airports in the United Kingdom since December 2022. The sweet souvenir features an eye-catching new design with key British symbols including the iconic London black cab, the red telephone booth and the true mascot of Great Britain, the humble bulldog.

Distinctly British and dynamically eye-catching, Cadbury’s Sense of Place campaign further underlines Mondelez WTR’s commitment to differentiating the channel, by localizing beloved international brands from its winning portfolio. The campaign kicked off on February 1st at London Stansted Airport and will delight consumers until the end of March with unique and personalized gifting options. The supporting activation features a location-themed display, enhancing the Sense of Place concept with an engaging in-store experience. Positioned in the heart of the store for best visibility, a Cadbury-purple double decker bus gondola houses the Dufry-exclusive pouch, containing miniature Dairy Milk chunks– the perfect travel companion. To sweeten the deal, travelers can personalize a gift bar or pouch with the Cadbury ribbon printer, printing messages onto a ribbon to make for an even more exciting and delicious gift for loved ones back home. Consumers can also treat themselves to a taste of Britain with the Sense of Place Cadbury bar sleeves, designed to pay homage to British heritage with iconic local symbols.

Mondelez WTR first pioneered ‘Sense of Place’ in confectionery in 2015 with Toblerone. In the years since, the category leader has continued to push the envelope to keep the offering fresh and relevant, and deliver to evolving consumer tastes. According to a July 2022 study by m1nd-set, 23% of

travel retail shoppers gift items that have a local touch and 18% enjoy exclusive, limited-edition purchases. Mondelez WTR's latest activation promises to please both the local touch seeker and emotional brand image seeker with its exclusivity and personalization.

The campaign cleverly positions Cadbury as a key ingredient to British heritage, allowing consumers to take a piece of their travels home with them as they pass through Great Britain. Travelers in other parts of the world can also enjoy a distinct British experience, with the Sense of Place activation set to roll out across various locations this year.

Dogus Kezer, Marketing Director, Mondelez WTR, said: "As times change, so do consumer preferences, and as per our renewed category vision, addressing these changes is a key area of focus for Mondelez WTR. We aim to grow the overall category, drive penetration and accelerate conversion through delivering unique experiences, elevating confectionery category awareness, and leveraging our winning portfolio. The Cadbury Sense of Place campaign underlines this commitment, exciting and delighting travelers with unique concepts, like the exclusive new pouch, and eye-catching activations, like the iconic double decker bus display, which has already captivated travelers at London Stansted."

**ENDS**

### **About Mondelēz International**

Mondelēz International, Inc. (Nasdaq: MDLZ) empowers people to snack right in over 150 countries around the world. With 2022 net revenues of approximately \$31 billion, MDLZ is leading the future 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. 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 <https://www.twitter.com/MDLZ>

