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## **Travel Retail Made Right: Mondelez WTR expands Toblerone Tricycle project with prime activation space at Charles de Gaulle Airport**

**April X, 2023** – Mondelez World Travel Retail (WTR) recently partnered with Lagardere and Charles de Gaulle Airport for a second time to advance its Travel Retail Made Right sustainability agenda with its iconic Toblerone tricycle activation. The campaign spotlighted an ongoing initiative to help give back to cocoa communities in partnership with Child Rights International and the Cocoa Life Program. The latest iteration of the interactive campaign marked the first time a confectionery brand was given a specific prime location at Charles de Gaulle Airport, positioned directly in front of security and marked the second time the activation was hosted by this trinity.

The Toblerone Tricycle activation ran from March 15<sup>th</sup> to April 19<sup>th</sup>, 2023, and once again invited travelers to ride a life-size wooden tricycle where for every kilometer cycled, an extra donation was generated towards a project that raised funds to provide tricycles to local Ghanaian cocoa communities. It builds on the first iteration of the activation, which ran in late 2022, and was met with resounding popularity and success from consumers and partners alike, ultimately leading to Mondelez WTR unlocking a fantastic, coveted space to host the campaign for a second time. The prime location offered high visibility and high footfall, ensuring greater penetration and conversion for the confectionery leader and greater awareness for the project.

Nearly 500 km were recorded on the wooden tricycle for this latest activation, generating extra donations for CRI. In addition to the interactive tricycle and vast selection of travel's favorite chocolate, Toblerone, the campaign also brought back the popular "Bag That Gives Back", an activation-exclusive tote bag for travelers to purchase, with proceeds going to the tricycle project,

allowing shoppers to make a positive contribution. Furthermore, the campaign's high visibility increased penetration and conversion with a 90% increase in sales in Toblerone compared to March 2022. By delivering experiential touch points and unique experiences, Mondelez WTR elevated category awareness alongside its sustainable values.

The expansion of the Toblerone tricycle campaign is testament to the confectionery leader's and partners' dedication to delivering unique experiences that advance the broader Travel Retail Made Right sustainability roadmap, an agenda that the confectionery leader will continue applying across the industry to improve sustainable practices and products.

Cocoa Life is Mondelēz International's signature cocoa sustainable sourcing program aimed at helping to transform the livelihoods of cocoa farmers and their communities through efforts to help make cocoa farming more sustainable, empower women, educate those in the community, protect and restore forests and inspire lasting, positive change.

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

**Beatriz De Otto, Head of Customer Marketing at Mondelez WTR**, said: "Travel Retail Made Right and Partnerships Made Right go hand in hand. One cannot succeed without the other and it is my great pleasure and privilege to be back in Paris and work alongside our forward-thinking partners who are constantly committed to advancing the sustainability agenda. This latest iteration of the tricycle project in such an incredibly prime location within Charles de Gaulle Airport is testament to the shared values we have with our partners at Lagardere. We hope to build on this meaningful momentum and continue to uplift the communities around the world who are essential to Mondelez WTR operations."

**[Name], [Title] at Lagardere**, said: "Our goal is for travelers to feel like they are experiencing something completely unique and different. We want them to stop in their tracks and be amazed. With Mondelez WTR's innovative sustainability activation, we achieve just that. We are so pleased to see how travelers have responded to and enjoyed the tricycle activation not only because it drives penetration and conversion but because its message and impact is so important and meaningful."

**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>.

#### **About Mondelēz World Travel Retail**

Mondelēz 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).

