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Digital Domination: Mondelez WTR's Limited Edition Cadbury Dairy Milk Laser-Engraved Bars Sell Out within Two Weeks

May X, 2023 – Mondelez World Travel Retail (WTR) has taken its commitment to digital innovation and gifting to the next level with the launch of 1,000 Cadbury Dairy Milk Limited Edition Laser-Engraved 180g Bars. The groundbreaking release celebrates the first time that Mondelez WTR and Cadbury have launched Cadbury Dairy Milk Bars utilizing state-of-the-art laser-etching technology, creating intricately detailed images on the chocolate. In an exclusive partnership with leading global travel experience player Dufry, the launch campaign celebrates Cadbury's iconic British heritage and has generated significant excitement in-store as well as digital engagement through Dufry's Emotion+ program, resulting in all 1,000 bars being sold within two weeks of the launch.

Made with cutting-edge technology and featuring a beautiful laser-cut image, Cadbury's Limited Edition Bars leverage the premium gifting category by merging digital innovation, luxurious packaging and delicious chocolate in one exceptional offering, underlining the power of a winning portfolio in travel retail. The Cadbury Dairy Milk chocolate 180g bars have been exquisitely engraved with a detailed design that pays homage to Cadbury's British roots, featuring a skyline of London's most popular sights, including Big Ben and London Bridge. The etching incorporates beloved icons that represent the pioneering role that London has played in shaping culture, history and innovation, and this special bar is no exception. Through this exclusive souvenir Mondelez WTR shares its commitment to differentiating the channel, bringing unique gifting opportunities to travellers from around the world.

The bar is housed in a striking signature Cadbury-purple box with gold-embossed detailing to accentuate the laser-etching technology. Intricately weaved imagery champions British places and motifs, reflecting the British heritage of which Cadbury is proudly a part of. By adding layering to the structure, the packaging creates an 'unboxing' experience that provokes a feeling of surprise, and delights shoppers who

receive not only a one-of-a-kind chocolate, but also a certificate of authenticity that verifies the bar whilst adding an air of exclusivity to the experience. With this unique Dairy Milk engraved bar, Cadbury takes gifting in travel retail to the next level, offering consumers the perfect gift for either themselves or a loved one.

The launch of the Cadbury Limited Edition Laser Engraved Bar is accompanied by an impressive in-store campaign that fully immerses shoppers in the captivating world of Cadbury throughout their journey. The inclusion of immersive screens in-store creates a sense of anticipation and excitement, allowing the Cadbury brand to curate a truly captivating and unforgettable shopping experience for customers, while the centerpiece showcases the Laser-Engraved Bar at the heart of the store.

The campaign, which will run until the end of May 2023, aims to elevate awareness of the confectionery category, and deliver a truly unique experience for travelers at Heathrow. Although the Cadbury Limited Edition Laser Engraved Bars have sold out, Cadbury will continue to run the activation until the end of the month, delighting travelers with an ode to Britain by highlighting the Cadbury Sense of Place Great Britain 520g pouch, which was released last December.

Dogus Kezer, Marketing Director, Mondelez WTR, said: "This campaign has been incredible for so many reasons. Selling out within days is a nice feather in the cap, but to see how well-received the laser-etched bars have been is incredibly fulfilling and insightful – a remarkable milestone in our digital journey. It speaks to the potential we need to tap into within the confectionery category to deliver exciting premium gifting options and unique experiences, very much in line with our category vision. We are very pleased with the result, and grateful to our partners at Dufry who continue to push boundaries alongside us to further drive the differentiation of the channel."

"Our partnership with Mondelez for the Limited-Edition Cadbury Dairy Milk Laser-Engraved Bars at Heathrow has been a tremendous success. Honoring British heritage, these bars generated immense excitement in-store and online through Dufry's Emotion+ program. All 1,000 bars sold within two weeks, showcasing the power of our collaboration in delivering standout concepts and unforgettable shopping experiences in our World Duty Free stores.", adds **Philippe Moryl, Global Category Management Head for Confectionery & Food at Dufry**.

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About Mondelez 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 or follow the company on Twitter at <https://www.twitter.com/MDLZ>

