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Mondelez WTR Goes for Gold with New Oreo Flavor

May 30, 2023 – Mondelez World Travel Retail (WTR) has unveiled a new variant of the world’s favorite cookie, Oreo, in travel retail, expanding the confectionery category leader’s winning portfolio with a fresh offering and new format. Now available for the first time in travel retail, Oreo Golden is pre-launching in an exclusive partnership with Dubai Duty Free for the month of May before rolling out with other retailers globally from June.

Featuring a sweet vanilla flavor of Oreo crème between crunchy, golden layers of biscuit that lingers long after the last bite, Oreo Golden is a novel alternative to classic Oreo biscuits. For travel retail, the Oreo Golden sandwich cookies are housed in a 264g pouch - a format produced exclusively for the channel to encourage gifting and sharing with friends and family - which comprises 12 individually wrapped packets containing two biscuits. The bright yellow packaging features illustrations of popular travel icons, bringing Oreo’s signature sense of fun and playfulness to the travel retail environment.

Oreo Golden is already a huge success in its home country of the United States of America, with Oreo Golden currently ranked as the #3 sub-brand in the US and 40% of Oreo Golden buyers only consuming this unique flavor of Oreo. The popularity of the vanilla cookie in the domestic market holds a powerful promise for its performance in travel retail.

The exclusive pre-launch with Dubai Duty Free has unlocked seven additional high-profile touch points across Dubai Airport, making a golden splash across the terminals. A special promotion is running to celebrate the pre-launch; travelers buying two pouches will receive one complimentary pouch. Further awareness of the launch is being generated via posts on Dubai Duty Free’s Facebook and Instagram pages in addition to advertising on dubaidutyfree.com.

Dogus Kezer, Marketing Director at Mondelez WTR, said: “It is incredibly rewarding to see travelers so drawn to the new Oreo Golden flavor in travel retail, building on its remarkable success in domestic markets. We will continue exciting consumers by bringing fresh innovations to Mondelez WTR’s

winning portfolio to drive accelerated conversion for the growth of confectionery category. Oreo Golden is not only golden in appearance, but a winning product to expand the biscuits offering with a unique and delicious new flavor."

Sharon Beecham, Senior Vice President for Purchasing of Dubai Duty Free said, "We are delighted that Mondelez WTR has partnered exclusively with us to be the first travel retailer to pre-launch the new Oreo Golden ahead of other travel retailers in the world. With lots of promotional activities to create awareness and excitement for the new Oreo, we are confident that this will appeal to our customers and bring added value to the confectionery category."

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

About Mondelez World Travel Retail

Mondelez 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.

