



## One of the World's Favorite Chocolate Brands

*Cadbury* chocolate is one of the world's best-selling brands, with more than \$3 billion in net revenues in 2016. But it didn't become one of the world's favorite chocolate brands overnight. It has a rich and delicious history spanning nearly 200 years, when John Cadbury opened a grocery shop in 1824 in Birmingham, U.K., selling, among other things, cocoa and drinking chocolate. We sold our first chocolate bar in 1847, our iconic *Cadbury Dairy Milk* was born in 1905... and we've been creating delicious chocolate innovations ever since!



## CADBURY Fun Facts:



### BIRTH

1824 – when John Cadbury opens a grocer's shop at 93 Bull Street, Birmingham. Among other things, he sold cocoa and drinking chocolate, which he prepared himself using a pestle and mortar.



### BIGGEST MARKETS

U.K., Australia, India and China.



### SALES

*Cadbury* chocolate generated more than \$3 billion in global net revenues in 2016.



### RECENT COUNTRY LAUNCHES

*Cadbury 5Star* and *Cadbury Dairy Milk OREO* in various AMEA markets (2015), *Cadbury Fuse* in India (2016), *Cadbury Dark Milk* in Australia (2017).



### GLOBAL REACH

*Cadbury* chocolate can be found in more than 40 countries.



### CADBURY FANS

*Cadbury* has nearly 1 million Facebook fans, *Cadbury Dairy Milk* brand boasts more than 15 million and *Cadbury Dairy Milk Silk* more than 5 million!



### MANUFACTURING

*Cadbury* chocolate is manufactured in more than 15 countries around the world.



## Flavors Around the World

### *Cadbury Dairy Milk*

Launched in 1905 and an instant success! Made with fresh milk from the British Isles and Fairtrade cocoa beans, *Cadbury Dairy Milk* remains one of the world's top chocolate products.



### *Cadbury Dairy Milk Bubbly*

Aerated *Cadbury Dairy Milk* milk chocolate and a burst of joy in every bubble! Created in 2012, *Bubbly* is a totally new design developed with 3D printing. It's designed to fit into the roof of one's mouth to improve its taste profile. *Bubbly* is now available in 12 countries around the world!



### *Cadbury Dairy Milk Marvellous Creations*

Our legendary *Cadbury Dairy Milk* chocolate bar filled with treats and surprises, such as jellies, popping candy, cookie nuts, cocoa candy shells, and more -- not exactly ordinary. Launched in 2012 in Australia and now an international success!



### *Cadbury Glow*

We introduced *Cadbury Glow* in 2014 as a premium gifting range in India, tapping into local culture of traditional gifting and to coincide with Diwali holiday traditions.



### *Cadbury Caramilk*

Soft, flowing caramel within delicious bars of chocolate – a unique “Made in Canada” brand: its secret recipe is said to be locked away on our Gladstone chocolate factory in Toronto, Ontario.



### *Cadbury Curly Wurlly*

A chewy caramel ladder draped in delicious milk chocolate. Created in 1970 and still a favorite.





## Flavors Around the World

### *Cadbury Crème Egg*

Milk chocolate egg containing white and yellow fondant filling. *Cadbury Crème Eggs* are only around from January to April each year.



### *Cadbury Wispa*

This velvety-textured milk chocolate bar first hit the shelves in 1981 before disappearing in 2003. An online campaign in the UK brought it back to production!



### *Cadbury Dark Milk*

Launched in Australia in 2017, *Cadbury Dark Milk* hits the perfect spot between milk and dark chocolate, with rich cocoa notes and the smooth creaminess of milk chocolate.



### *Cadbury Fuse*

*Cadbury Fuse* is a delicious fusion of crunchy peanuts, smooth caramel and a creamy center, all coated in rich *Cadbury* milk chocolate. Launched in 2016 in India.



### *Cadbury Dairy Milk Silk*

Premium, smooth, silky chocolate created for discerning chocolate lovers in India and South Africa.



### *Cadbury Picnic*

Crispy wafers and chewy caramel covered in peanuts, raisins and *Cadbury* milk chocolate. Launched in 1958 and the second most popular chocolate bar in Australia!



### *Cadbury 5 Star*

An iconic caramel chew bar with layered chocolate, caramel and nougat, first launched in India in 1969!



## Cadbury Through the Years



HISTORY

1824

John Cadbury opens his first grocer's shop at age 22 in Birmingham, England, selling cocoa and drinking chocolate, among other goods.

1831

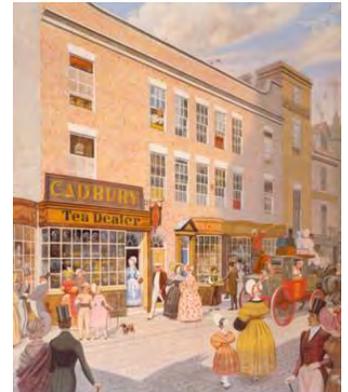
John Cadbury decided to start producing on a commercial scale and bought a four-storey warehouse in nearby Crooked Lane.

1875

*Cadbury* makes its first Easter egg. The earliest eggs were made with dark chocolate and had a smooth, plain surface. They were filled with sugar-coated chocolate drops known as 'dragees'.

1897

Using leftover cocoa butter from its drink powder, *Cadbury* produces its first milk chocolate bar for eating. However, the bar is dry and not sweet enough to be successful.



1905

*Cadbury Dairy Milk* is launched! It was sold in unwrapped blocks that could be broken down into penny bars. William Cadbury commissioned the first *Cadbury* logo. He was in Paris at the time and chose Georges Auriol to create the design. Auriol also designed the signs for the Paris Metro.

1920s

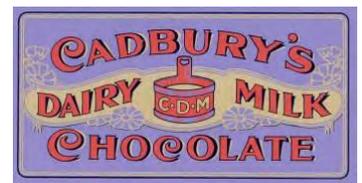
*Cadbury* goes international with its overseas factory in Tasmania, Australia. Other factories soon follow in Canada, Dublin and South Africa. The *Cadbury* script logo appears on the company's transport fleet. The "glass and a half" ad campaign debuts.

1940s

*Cadbury* opens its first factory in India

1955

*Cadbury's* first TV ad for *Drinking Chocolate* debuted on U.K.'s ITV channel.



1969

*Cadbury* merges with Schweppes.

1971

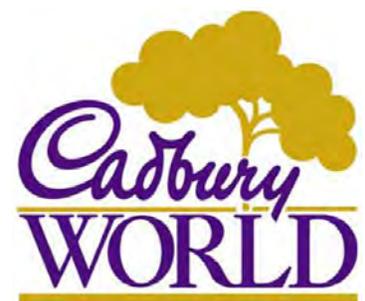
Cream-filled eggs first appeared back in 1923. But the *Cadbury Creme Egg* we know and love today didn't hit the shelves until 1971.

1990

Factory tours had always been popular but it was impossible to run a factory smoothly with thousands of visitors. A visitor attraction was created to take the place of the factory tours: *Cadbury World*.

2003

*Cadbury Schweppes* buys Adams, adding gum and candy to the chocolate portfolio. The new company becomes the world's leading confectionery company.





## Cadbury Through the Years

2007

*Cadbury Dairy Milk* debuts its award winning “Gorilla” TV commercial in the U.K., featuring what appeared to be a Gorilla playing the drums to Phil Collins’ “In the Air Tonight,” boosting *Cadbury* U.K. sales 9% from the same period in 2006.

2008

*Cadbury* launches the *Cadbury Cocoa Partnership* to help cocoa farmers in Ghana, India, Indonesia and the Caribbean.

2010

*Cadbury* becomes part of Mondelēz International.

2012

*Cadbury* debuts its “Joyville” advertising and marketing campaign – a mythical land where *Cadbury Dairy Milk* and Joy is created.

2014

*Free the Joy* global campaign debuts.

2015

*Cadbury 5Star* and *Cadbury Dairy Milk OREO* introduced to various AMEA markets (2015).

2016

*Cadbury Fuse*, a delicious fusion of crunchy peanuts, smooth caramel and a creamy center, all coated in rich *Cadbury* milk chocolate launched in India.

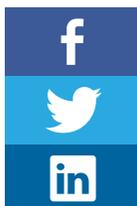
2017

*Cadbury Dark Milk* introduced in Australia, blending the best of dark and milk chocolate!

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