

Zip through the boring with the new and improved Cadbury Zip!

Cadbury Malaysia is relaunching an all-time favourite, with more chocolate, more crunch and lots more fun!

Kuala Lumpur, 01 March 2021- After decades of being a familiar household name among Malaysians, Cadbury, Malaysia's no.1 confectionery brand under Mondelez International (Mondelez) is relaunching the iconic Cadbury Zip with a whole new look and improved recipe. In an effort to help the new generation of ambitious and fun youth curb through life's duller moments, the brand hopes to inspire these Gen Z's to *Zip Through The Boring* with the all-new Cadbury Zip.

As a chocolate wafer that is widely loved by Malaysians everywhere. Cadbury looks to elevate this classic favourite to the next level with an enhanced recipe and formula for an even better tasting chocolate experience. The new Cadbury Zip is now made with Malaysia's go-to chocolate, Cadbury Dairy Milk. Charged with 20% more chocolate than before, the recipe update ensures every bite is packed with chocolatey goodness. Not stopping there, Cadbury also developed a recipe to ensure the wafer is consistently crispy to guarantee a satisfying crunch that perfectly complements the chocolate in every bite.

Many Malaysians growing up can relate to fond memories of heading to the school canteen that was always filled with a wide array of food and snacks during recess and after classes. Since its launch, Cadbury Zip has been a staple snack with the iconic chocolate wafer being a convenient snack to munch on while sharing good times and precious moments together with friends in our adolescence. Cadbury Zip has been a sentimental treat for many Malaysians and with this relaunch, Cadbury hopes to reignite this excitement with a whole new generation of youths.

Combating boredom is a challenge faced by people of all ages but for the younger generation who are just buzzing with energy, even tiny moments can feel like forever. Cadbury hopes to inspire Gen Z's to find fun in every moment, and Zip through the boring in their own unique way.

"Cadbury Zip has always been a much-loved Malaysian childhood favorite, but lovers of chocolatey fun tell us that the best treats are ever-changing and never settle for the ordinary, just like the younger generation today. As a brand that is dedicated to constantly enhancing and innovating our products to cater to new trends and new taste, Cadbury levels up this all-time classic with the great taste of Cadbury Dairy Milk and an improved recipe to serve as the perfect snack to Zip through even the most boring moments", shared **James Kane, Managing Director of Mondelez International, Malaysia and Singapore.**

With its new look and improved recipe, Cadbury aims to help Malaysians rediscover the fun of Cadbury Zip at an affordable price. Widely available in major Hypermarkets and Supermarkets throughout the nation, as well as the online Mondelez Cadbury official store on [Shopee](#) and [Lazada](#) with a recommended selling price of:



RM1.00 for 16.2g



RM1.90 for 31.7g



RM4.70 for 95.1g (3 x 31.7g)



RM9.90 for 162.5g (20pc)

For more information on Cadbury Zip, check out their social media pages on Facebook

<https://www.facebook.com/cadburyzip> , Instagram <https://www.instagram.com/cadburyzip/> and YouTube

<https://www.youtube.com/channel/UCjr5B4PdwDX9AHagwJniOVw>.

About Mondelez Malaysia

Mondelez International (Malaysia) is part of the Mondelez International group of companies which empowers people to snack right across 8 countries within Southeast Asia. With two manufacturing plants in Shah Alam and Prai, Mondelez is leading the future of snacking through our iconic and well-loved brands such as Oreo, belVita, Cadbury Dairy Milk, Tiger, Jacob's, Chipsmore, Choclairs and Twisties. The guaranteed quality, safety and taste of our wholesome snacks ensure that all our consumers will be able to reach for the right snack, for the right moment, made the right way. Visit www.mondelezinternational.com or follow the company on Twitter at www.twitter.com/MDLZ.

About Mondelez International

Mondelez International, Inc. (NASDAQ: MDLZ) empowers people to snack right in approximately 160 countries around the world. With 2017 net revenues of approximately \$26 billion, MDLZ is leading the future of snacking with iconic global and local brands such as Oreo, belVita and LU biscuits; Cadbury Dairy Milk, Milka and Toblerone chocolate; Sour Patch Kids candy and Trident gum. Mondelez 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 www.twitter.com/MDLZ.