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Cadbury Dairy Milk blocks to transition to recycled packaging

A world first for Cadbury

New recycling technology to turn used soft plastic into new packaging

MELBOURNE, AUSTRALIA – September 17, 2021 – Mondelez International has today announced it will source recycled plastic using advanced recycling technology to use in a range of Australia's favourite Cadbury chocolate blocks, in a world first for the chocolate brand.

Cadbury has partnered with Taghleef Industries to source the equivalent of 30 per cent of the plastic needed to wrap Cadbury Dairy Milk family blocks from recycled sources. Cadbury fans won't notice a difference in the look and feel of the recycled plastic, with Amcor providing the finished packaging material in the iconic Cadbury purple consumers know and love.

While Aussies are used to recycling rigid plastics like drink and shampoo bottles, new technology can now recycle the soft plastic packaging that keeps snacks fresh and safe.

In the past, soft plastic packaging has been considered a single use material. However, by accessing this latest recycling technology, Cadbury fans can look forward to playing a role in the circular economy.

The volume of recycled plastic being used is enough for 50-million family blocks of Cadbury Dairy Milk chocolate which – if laid end-to-end – would stretch from our Cadbury factory in Hobart, all the way to Mumbai in India.

Darren O'Brien, Mondelez International President for Australia, New Zealand and Japan, said the company's investment in this emerging technology was a reflection of the increased focus on waste and expectation for brands to lead sustainability solutions.

"Not only is this a world first for Cadbury, but Cadbury in Australia will be amongst the first anywhere in the world to buy recycled content soft plastic packaging. We're setting new ground in finding solutions to meet the National Packaging Targets and the broader global challenges presented by packaging waste.

"While we've accessed the very latest technology from overseas to source this recycled material, we know that demand for circular packaging will continue growing and we'd love to see recycling technology built in Australia to meet local demand," said Mr O'Brien.

The move was welcomed by Trevor Evans, the Assistant Minister for Waste Reduction and Environmental Management.

“The Australian Government is driving a \$1 billion transformation of Australia’s waste and recycling industry so that Australia takes care of its own waste and makes the most of our precious natural resources by recycling and remanufacturing them into valuable new products.

“In addition, the 2025 National Packaging Targets are propelling industry action to achieve 20 per cent average recycled content in plastic packaging by 2025. The result is that industry leaders across the global plastics supply chain, including Mondelēz International, are increasing the percentage of recycled content in their plastic products and packaging.

“Today’s announcement is another step towards establishing a truly circular economy, one where all plastics are fully recycled which is good news for our environment and our economy, as well as for all Australians who want to eat Cadbury chocolate sustainably.

“This announcement gives the sector further confidence that their investments in domestic advanced recycling facilities can solve sustainability challenges and grow jobs in an exciting emerging industry.”

Simon Roy, Vice President and General Manager, Amcor Flexibles Australia & New Zealand said that Amcor was proud to be part of the solution, supporting the development of new technologies to help deliver local sustainable packaging.

“Our goal is to create safe, strong and secure packaging solutions partnering with our customers to help meet consumer needs. Reaffirming our commitment to ensuring all our packaging is designed to be recyclable or reusable by 2025.”

Taghlee Industries Asia Pacific’s Chief Operating Officer, Elie Jarrous believes that “the emergence of at-scale advanced recycling facilities opens up new opportunities to accelerate progress towards a Circular Economy”.

The recycled plastic material will be used for the Cadbury Dairy Milk family blocks range made at the Cadbury Hobart factory.

At this stage, the recycled plastic material sourced equates to about 30 per cent of the required plastics needed to wrap these products.

This is just the first step to use recycled soft plastics as a circular material as the company is determined to increase the amount of recycled material in its packaging.

The first Cadbury Dairy Milk blocks to include recycled soft plastic in its packaging will be available in Australian supermarkets from September 2022.

To access a Video News Release and images, [please click here](#).

About Mondelēz International

Mondelēz International, Inc. (Nasdaq: MDLZ) empowers people to snack right in over 150 countries around the world. With 2020 net revenues of approximately \$27 billion, MDLZ is leading the future of snacking with iconic global and local brands. In Australia our iconic brands include Cadbury Dairy Milk, The Natural Confectionery Company, Oreo, belVita breakfast biscuits and Philadelphia. We

make a significant contribution to the economy, employing over 2000 people across the country and proudly operating six manufacturing sites. Visit <https://www.mondelezinternational.com/Australia> or follow the company on Twitter at www.twitter.com/MDLZ.

