



## The Chocolate Brand That's Tender Inside!

*Milka* is one of the world's most beloved – and recognizable – chocolate brands. Made with 100% Alpine milk, *Milka* has been delighting consumers in Germany and beyond since 1901. The brand, with its unique lilac-colored packaging and Lila, the *Milka* cow, have a dedicated “cow-munity” of adoring fans around the world!



## MILKA Fun Facts:



### BIRTH

1901 in Löerrach, Germany. The brand name *Milka* is derived by combining the names of the product's two main ingredients: MILch (milk) and KAKao (cocoa or chocolate).



### SALES

*Milka* chocolate generated more than \$1.5 billion of revenues in 2016.



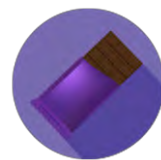
### PURPLE COLOR

From the very start, *Milka* chocolate packages showcase a distinctive lilac color. The lilac coloring is in fact granted trademark protection in several European countries. Even the brand's mascot, the cow, is white with lilac spots!



### GLOBAL REACH

*Milka* chocolate is sold in over 40 countries, from Argentina and Bulgaria to Turkey and Poland, the U.S. and China. More than 150,000 *Milka* products are sold around the world each hour!



### DESIGN

The *Milka* packaging was originally conceived as a tribute to Art Nouveau and a symbol of extravagance, seduction and magic. Its distinctive color quickly became one of the most recognizable features.



### BIGGEST MARKETS

Germany, France, Austria, Poland and Russia



## Portfolio Around the World

### Tablets

Large or small, available in many flavors! From the traditional milk or hazelnuts to caramel – or even combining delicious bites of our biscuit brands like *Oreo* or *TUC – Collage* or Peanut Caramel, the possibilities are endless!



### Biscuits and Soft Cakes

Delicious biscuits and soft cakes made with tender *Milka* chocolate and Alpine milk!



### Bars

Exciting *Milka* bars combine different textures and ingredients with tender *Milka* Alpine Milk Chocolate.



### Pralines

*Milka Pralines* feature a wide range of messages and formats to make emotional and every day connections with friends and loved ones and “say it with *Milka*.”



### Seasonals

From Easter to Christmas, *Milka* offers an entire array of seasonal assortments to delight the whole family!



### Products Featuring *Milka* Chocolate

From specialty cheese to ice creams and hot beverages, *Milka* chocolate helps deliver exceptional taste sensations!





## History of MILKA

1901

The first *Milka* chocolate was packed into its famous lilac paper.

1910s

*Milka* expands to Austria as its popularity spreads.

1920s

Limited edition holiday chocolates appear for the first time to celebrate Christmas and Easter.



1950s

Branding updated to white text on lilac background.

1960s

*Milka* script logo is trademarked, along with its unique lilac color, and becomes the No. 1 chocolate in Germany.

1970s

Lila, the *Milka* cow, debuts in print and TV advertising.



1980s

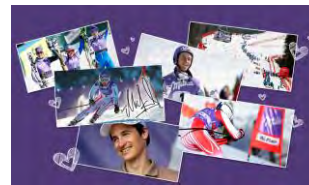
*Milka* updates its logo once again and expands its production of different sizes, heart shapes and new product lines.

1990s

*Milka* begins sponsoring alpine skiing, and becomes one of the most recognizable sports sponsors.

2000s

*Milka* celebrates its 100th birthday! Its famous "Dare to be Tender" campaign is created.



2016

*Milka* is sold for the first time in China!

U.S fans discover new *Milka OREO* Chocolate Candy Bars.







## Iconic MILKA Advertising Through the Years

1960s

Tenderness has been a *Milka* advertising theme since the 1960s.

1972

Lila, the *Milka* cow, has starred in more than 100 TV commercials since she made her debut!

1972

*Milka* used the tagline “The tenderest temptation since chocolate was born.”



1995

*Milka* has sponsored successful alpine skiing stars since 1995 – including five World and Olympic champions!

2007

*Milka* begins supporting conservation in the Alps Hohe Tauern National Park.

2011

*Milka* launches its global campaign “Dare to Be Tender.”



2015

*Milka* “Muhboot” (Moo-boat) begins touring the rivers of Germany and Austria each summer, visiting 20 cities!

2016

*Milka* launches its “Tenderness is Inside” 360 degree media campaign.



## For more information:

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