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Cadbury expands production as investment pays off

Cadbury's iconic chocolate factory in Bournville is to expand production for the first time since Mondelēz International invested £75 million to improve productivity levels. Bournville will welcome Cadbury Dairy Milk Oreo and Cadbury Dairy Milk Tiffin to its new world class production lines.

Glenn Caton, President of Northern Europe for Mondelēz International, said: "I am delighted that Cadbury Dairy Milk Oreo and Cadbury Dairy Milk Tiffin will be made in Bournville. These great tastes are the first additional products that we are welcoming to Bournville following our multi-million pound

investment in the UK. It shows that our investment has paid off and that Bournville is now competing in the Premier League of European factories.”

Cadbury Dairy Milk Oreo is a recent innovation by the chocolate maker, which has never been made in Bournville before, combining the great tastes of the nation’s favourite chocolate with Oreo, the much loved newcomer to the UK biscuit market. The Bournville chocolate factory will use fresh British milk to produce some 28 million bars a year which will be on the shelves this autumn. A recent limited edition range of Cadbury Dairy Milk Tiffin proved highly successful and the brand, which is celebrating its 80th year, is now set for a major comeback with Bournville able to produce some 20,000 bars an hour.

Bournville apprentice Oliver Marnock said: “This is an exciting time and the announcement has a big thumbs up from all of us at the factory. Bournville is the home of Cadbury and the heart of chocolate manufacturing, and it’s brilliant that we can now compete with overseas chocolate factories. I have to say I love my job, I’m learning new skills all the time and I can’t wait to start working these new Bournville bars. We are looking forward to welcoming even more products to Bournville in the future.”

Glenn Caton continued: “Today’s announcement demonstrates two of our major strengths: bringing innovative new treats to the nation with great products like Cadbury Dairy Milk Oreo and listening to what people want which has driven us to launch a comeback for an old favourite Tiffin.”

Mondelēz International has invested over £200 million into UK manufacturing, research and invention since 2010. This includes £75m investment in our Bournville factory to create four state-of-the-art new lines to increase productivity and over £18million to create new knowledge, jobs and innovative manufacturing techniques across our Global Chocolate Centre of Excellence in Bournville and our Reading Science Centre on the Reading University Campus.

The Bournville factory: Did You Know?

We opened in 1879 after George and Richard Cadbury moved manufacturing from the centre of Birmingham

We are home to Mondelēz International's Global Centre of Excellence for Chocolate research and development, including its innovation kitchen where all Cadbury products across the globe are invented

We make products including Cadbury Dairy Milk, Giant Buttons, Wispa, Easter eggs and Cadbury Creme Eggs

We produce five and a half million blocks of Cadbury Dairy Milk, 400 million Cadbury Dairy Milk buttons and over a million Wispa bars every day.

Over Easter 2017 we made more than 80 million Cadbury Creme Eggs.

We're supported by satellite sites in Chirk and Marlbrook, where the sustainable cocoa beans are processed and fresh British and Irish milk is added.

Notes to Editors:

The £75m investment, and the four new lines we have built, means that the production of all Cadbury Dairy Milk products originally made in the UK, but temporarily made elsewhere, will be coming back home to Bournville. Some Cadbury products that have always been made overseas are not currently planned to be made in Bournville for technical and capacity reasons. However, we are looking at bringing new products into Bournville all the time.

About Mondelēz International

Mondelēz International, Inc. (NASDAQ: MDLZ) is a global snacking powerhouse, with 2015 net revenues of approximately \$30 billion. Creating delicious moments of joy in 165 countries, Mondelēz International is a world leader in biscuits, chocolate, gum, candy and powdered beverages, with billion-dollar brands such as Oreo, LU and Nabisco biscuits; Cadbury, Cadbury Dairy Milk and Milka chocolate; and Trident gum. 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 us on Twitter at www.twitter.com/MDLZ.

About Bournville

Bournville is the heart and home of Cadbury chocolate in the UK. Opened in 1879 – the town was named after the Bourn stream which runs through the site and ‘ville’, the French word for town. Since 2010 we have invested £75 million in Bournville to upgrade the 30 year old lines producing much loved brands such as Roses and Heroes. The new lines produce up to 6 tonnes of assortments per hour and 5.5 million blocks of Cadbury Dairy Milk every day. In the run up to Easter Bournville produces 1.2 million Cadbury Creme Eggs a day and 400 million Cadbury Dairy Milk Buttons. Since 2010 the number of chocolate inventors and researchers in Bournville alone has grown from 25 to over 250, and every single Cadbury product, wherever in the world it ends up being sold, is invented in Bournville.

About Cadbury Dairy Milk Tiffin

Product name: Cadbury Dairy Milk Tiffin

Official description: Milk chocolate with dried grapes (12%) and biscuits (8%).

Product Weight: 200g

RRP: £2.49

Available: Autumn 2017 in all major supermarkets

Cadbury Dairy Milk Tiffin was originally launched in 1937. The product was withdrawn from sale in 1972, brought back in 1985 and withdrawn again in 2003.

About Cadbury Dairy Milk Oreo

Product name: Cadbury Dairy Milk Oreo

Official description: Deliciously creamy Cadbury Dairy Milk milk chocolate, packed with soft vanilla flavour filling and crunchy Oreo pieces for biscuity bliss in every bite!

Product Weight: 120g tablets

RRP: £1.49

Available: in autumn 2017 in all major supermarkets

Contacts



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