



OFFICIAL PARTNER OF ASTON VILLA
WOMEN'S FOOTBALL CLUB



Mondelēz International and Aston Villa Women Football Club Announce New Partnership

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Aston Villa Women are thrilled to announce Cadbury as their Official Partner. This landmark partnership for Aston Villa W.F.C. also marks an exciting moment for Cadbury to collaborate with another Barclays FA Women's Super League team.

With Cadbury's iconic factory in Bournville and Aston Villa W.F.C. both being firmly rooted in the West Midlands; Cadbury are proud to be able to support

our club initiatives and in particular our Students of the Game Programme.

In conjunction with Aston University, Aston Villa Women have established a dual-careers model, putting education at the heart of our operation to provide opportunities for players to play at the highest standard whilst developing viable career paths for their respective futures. The core of this initiative is based on the provision of flexible study, access to higher education courses and the development of a bespoke Women's Leadership Programme.

Cadbury will enhance the initiative by diversifying the current offering. Cadbury will support those participating in the Women's Leadership Programme through mentorship whilst providing lectures, course partnerships and access to resources for the squad who have not enrolled in a higher education qualification but are eager to develop their own unique dual-career pathways.

Nicola Ibbetson, Chief Commercial Officer, said:

“We are beyond thrilled to announce that Cadbury have joined as an Official Partner of Aston Villa Football Club. This is a proud moment for us to align with a global brand who, like us, aim to be a force for good within our shared city.

Their ambition to champion and invest in the women's game mirrors our own and we are committed to this as a core focus of our multi-year partnership.”

Aston Villa Women Sporting Director, Eni Aluko said:

“The partnership with Cadbury is set to be a fantastic enhancement to our 'Students of the Game Model' enabling us to diversify and create bespoke educational opportunities for the entire squad.

I am excited for this partnership to take us another step forward towards removing barriers into the game, supporting our team to play and succeed at the highest standard.”

Nick Rogers, Senior Brand Manager at Cadbury added: “In coming together in this way, this partnership with Aston Villa Women celebrates our similarities

and shared values of the two brands. We want to use this partnership to bring people together, create shared learning environments, as well as celebrating and supporting the local communities. We can't wait to get started with this forward thinking and community focused club."

About Cadbury

For nearly 200 years, since John Cadbury opened a grocer's shop in Birmingham in 1824, Cadbury has been the nation's favourite chocolate bar. Recently voted Brand of the Year 2019*, Cadbury has a wide range of well-loved delicious chocolate that reminds the nation that there is a 'Glass and a Half' of generosity in everyone. The brand's success is built upon its deep understanding of customers, shoppers and the category, ensuring it continues to evolve to remain relevant. The health and wellbeing of consumers is hugely important and so through BeTreatwise aims to remind people that treats are special, to be enjoyed in moderation as part of a balanced lifestyle. Portion control and consumer education, through on pack labelling, have a huge part to play in Cadbury's strategy to 'inspire mindful snacking'. The brand recently announced its plans to bring all Cadbury products predominantly purchased by parents for children, under 100 calories. As well as this, reduced sugar innovations such as Cadbury Dairy Milk 30% Less help consumers manage their sugar intake. 100% of the cocoa in Cadbury's chocolate is sustainably sourced through the company's industry leading Cocoa Life programme, which supports sustainable cocoa farming. This helps secure a positive future for farmers, their families and their communities.

About Mondelez International

Mondelez International, Inc. (NASDAQ: MDLZ) empowers people to snack right in over 150 countries around the world. With 2019 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.

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