

All **Cadbury** Chocolate Multipacks
UNDER **200**
CALORIES
PER BAR



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Mondelēz International is continuing its strong track record of offering more portion control options for consumers by voluntarily committing to bring all its Cadbury chocolate bars sold as part of a multipack under 200 calories by the end of 2021. [The move will see 10 billion calories removed from the UK](#)

[market every year*](#).

It is part of Mondelez International's ongoing commitment to help tackle obesity and builds upon the company's pledge to bring all its Cadbury chocolate and wider biscuit products typically bought by parents for children under 100 calories by the end of 2020. The much loved Cadbury bars, *Fudge*, *Curly Wurly* and *Chomp*, as well as *Barny* sponge bears and *Cadbury Mini Fingers* and *Cadbury Animals* are now all under 100 calories.

Louise Stigant, UK Managing Director at Mondelez International, commented: "Our products have been delighting consumers for hundreds of years and we feel a strong sense of duty to preserve what makes them so special. We also recognise we must play our part in tackling obesity and are committed to doing so without compromising on consumer choice. That is why we have been focusing on the areas we know will make the greatest impact and have been backed up by consumer research and nutritional science.

A focus on portion control is recognised as one of the most effective ways of helping people balance their calorie intake^[1]. As a result of this move and bringing all our products typically bought by parents for children under 100 calories we are removing more than 12 billion calories from the UK market annually, illustrating that targeted action from business can make a huge difference."

The company has proactively provided portion control options for many years, having voluntarily introduced a 250 calorie cap on all single-serve chocolate bars in 2014 and launched a 98 calorie *Cadbury Dairy Milk* bar.

Mondelez International has invested heavily in innovation to offer consumers more choices. In 2019, the company launched *Cadbury Dairy Milk with 30% less sugar*, the most significant innovation in the brand's history. The bar sits alongside the standard bar. The company also launched *Maynards Bassetts Wine Gums with 30% less sugar* and reduced salt and saturated fat in products such as *RitzDairyLea* and *Oreos*.

As well as providing clear front of pack labelling to help consumers make informed choices at the point of purchase, the company strives to empower people with practical tips and tools on how to snack more mindfully and in

moderation. In 2018, Mondelēz re-launched Betreatwise in the UK to bring to life its commitment to mindful snacking. By joining forces with other leading confectionery companies in the UK Mondelēz aims to remind people that confectionery is a treat, designed to be enjoyed as part of a balanced diet and active lifestyle. During lockdown, Betreatwise helped parents by teaming up with an independent dietitian to offer families simple tips on treating in moderation.

A re-designed Betreatwise logo features across Cadbury packaging and is being rolled out across all Cadbury's advertising. The logo has been redesigned to be more prominent on pack and act as a visual prompt to remind people to treat in moderation. The logo is also intended to drive people to www.betreatwise.net where they can find practical tips and advice on how treats can be enjoyed as part of a balanced lifestyle and diet.

[1] McKinsey Global Institute (2014) Overcoming Obesity: An initial economic analysis

Notes to editor

*By portion the move will see billions of calories removed from the market assuming sales remain static year on year.

About Mondelēz International

Mondelēz 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. 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 the company on Twitter at www.twitter.com/MDLZ.

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