



Mondelez International to launch Vegan Cadbury bar in the UK and Ireland

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LONDON, United Kingdom – From November 2021, *Cadbury Plant Bar*, a plant-based alternative to the nation's favourite chocolate, *Cadbury Dairy Milk*, will be available to buy nationwide. The new bar, which will sit alongside the standard bar on shelves, underscores Mondelez International's ongoing commitment to offering consumers greater choice.

Developed over two years at Mondelez International's Global Centre of Excellence for Chocolate Research and Development in Bournville, the bar

retains the creamy taste you expect from *Cadbury* by replacing the milk with almond paste. Almond paste provides a similar taste and texture to milk ingredients while offering a hint of nuttiness. Available in two flavours, Smooth Chocolate and Smooth Chocolate with Salted Caramel pieces, the bars are suitable for vegans and are registered by the Vegan Society.

As part of the company's commitment to innovate and trial new forms of packaging, the *Cadbury Plant Bar* range will be wrapped in 100% plant-based packaging made from ISCC certified bio-sourced plastics from renewable sources. It follows the company's recent announcement that it will be investing in recycled soft plastic packaging for *Cadbury Dairy Milk* tablet bars sold in the UK and Ireland, and is one of several sustainability initiatives to come from Snacking Made Right – the strategy from which the company delivers its sustainability and well-being agendas.

Louise Stigant, UK Managing Director, Mondelēz International, commented: “With 500,000 participants in this year's Veganuary – double the number of participants from the year before, the increasing public appetite for varied snacking options and plant-based alternatives has never been more apparent. At Mondelēz, evolving consumer demands have long informed our ambition to provide a wide range of products that work for everyone and the new *Cadbury Plant Bar* range is the latest stop on this journey.”

Ericka Durgahee, Vegan Trademark Marketing Manager, Vegan Society, said: “As we approach World Vegan Day on 1st November, the Vegan Society is thrilled that anyone who misses *Cadbury* chocolate as a vegan can now enjoy their favourite delicious chocolate bar without the use of animal products. We know how hard Mondelez has worked to bring this bar to life and give more options to everyone. We look forward to trying them when they launch!”

To support Mondelēz International's strategy to increase well-being choices across its portfolio the company has invested significantly in innovation and developing lower sugar options. In recent years, the snacking leader launched *Cadbury Dairy Milk with 30% less sugar* as well as '30% less sugar' variants of *Maynards Bassetts* hero products, *Wine Gums* and *Jelly Babies*, and a '40% less sugar' line extension on *BelVita*.

Cadbury Plant Bar will be available from November in Sainsbury's nationwide and in other retailers from January 2022. The RRP for the 90g bar is £2.50.

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 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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