



Mondelez International will spread a little generosity to thousands of vulnerable people over the festive period.

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Mondelez teams up with FareShare to spread a little generosity to thousands of vulnerable people this Christmas

As part of Cadbury Heroes' 20th anniversary celebrations, Mondelez International, one of the UK's largest food manufacturers, has donated over 150,000 products, including Cadbury Heroes, Cadbury Dairy Milk and Oreos to FareShare, the UK's largest charity fighting hunger and food waste.

The donated products will be distributed across FareShare's network of over 11,000 [DP2] charities and community groups, bringing joy to thousands of

vulnerable people this Christmas.

With many people across the UK struggling to make ends meet, particularly during the festive period, Mondelez International is also calling on Brits to become 'Food Heroes' by donating or volunteering their time to FareShare.

Volunteering time to help redistribute food or sort through donations in the warehouse is essential to helping FareShare continue to help the most vulnerable in society.

FareShare are also taking part in the BigGive Christmas Challenge, a match funding campaign where all donations between 3rd – 10th December to participating charities are doubled, increasing the vital funds raised.

It's a depressing fact that donations are needed more than ever - in 2018/19 FareShare supported 924,000 people per week, providing 46.5 million meals provided to vulnerable people worth an estimated £33.7m.

Luxury products, such as chocolate, are particularly welcome at this time of year as research conducted by NatCen on behalf of FareShare has shown receiving occasional luxury products positively affects the beneficiaries' emotional wellbeing, as these products serve as a welcome and enjoyable treat, particularly for beneficiaries recovering from challenging situations.



Aislinn Campbell, Brand Manager for Cadbury Heroes, said: “Christmas has always been about generosity, and we hope that we can bring some joy to those in need at this special time of year.

“FareShare plays such an important role, preventing food waste and redistributing it to those that need it most. Unfortunately, it’s a sad reality that this role is more important than ever with an increasing number of people struggling to make ends meet and we’d urge as many people as possible to become a ‘Food Hero’ to help the most vulnerable people in our society and spread some generosity to those that may be struggling.”

Alyson Walsh, Commercial Director at Fareshare, said: “A treat makes life feel just that little bit sweeter for someone who is struggling and working with organisations such as Mondelez really helps us ensure the UK’s most vulnerable people have the best Christmas possible.”

To find out more information on making a donation or volunteering, visit fareshare.org.uk

About Mondelēz International

Mondelēz International, Inc. (NASDAQ: MDLZ) empowers people to snack right in over 150 countries around the world. With 2018 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.

About FareShare

FareShare is the UK’s largest food redistribution charity, with 22 Regional Centres across the country. It takes food from the food industry that can’t be sold in shops, either because of packaging errors, a short shelf life or overproduction. That food, which is the same as the food you’d eat at home, is then redistributed through a network of 11,000 frontline organisations, across the UK such as homeless hostels, school breakfast clubs, domestic violence refuges, older people’s lunch clubs, food banks and hospices.

FareShare provides enough food to create almost a million meals for

vulnerable people every week.

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