

OFFICIAL UK RANKING OF CADBURY HEROES:

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|-------------------------------|----------------------|
| 1. CRUNCHIE & TWIRL | 5. FUDGE |
| 2. CADBURY DAIRY MILK CARAMEL | 6. CREME EGG TWISTED |
| 3. CADBURY DAIRY MILK | 7. DINKY DECKER |
| 4. WISPA | 8. ECLAIR |



OFFICIAL UK RANKING OF CADBURY ROSES:

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| 1. HAZEL WHIRL | 6. TANGY ORANGE CRÈME |
| 2. STRAWBERRY DREAM | 7. COUNTRY FUDGE |
| 3. HAZEL IN CARAMEL | 8. SIGNATURE TRUFFLE |
| 4. CADBURY DAIRY MILK CHUNK | 9. CARAMEL |
| 5. GOLDEN BARREL | 10. CARAMEL BITE |



Mondelēz International worked with YouGov to ask Brits to pick their favourite from a box of Cadbury Heroes and Cadbury Roses, with the results sure to spark a debate.

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When it's crunch time, Brits opt for Crunchie in battle of Cadbury Heroes at Christmas!

To mark 20 years since Cadbury's Heroes hit our store selves and entered our annual Christmas gifting traditions, Mondelēz International, maker of the some of the UK's best loved brands including *Cadbury*, *Oreo* and *Maynards Bassets*, has revealed the official consumer rankings of *Cadbury Heroes* and *Roses*, as decided by the British public.

Mondelēz International worked with YouGov to ask Brits to pick their favourite from a box of *Cadbury Heroes* and *Cadbury Roses*, with the results sure to spark a debate.

In what many may consider a surprise result, *Cadbury Crunchie* (13%) and *Cadbury Twirl* (13%) proved to be the nation's favourite selection from a box of *Cadbury Heroes*, sharing the top spot and a place in the nation's heart (and belly).

Despite being the nation's favourite chocolate^[1], *Cadbury Dairy Milk*, had to settle for third place in the official rankings (11%), being beaten to second spot by *Cadbury Dairy Milk Caramel* (12%).

Eclairs are the last to be eaten (6%) and last in the standings, however it's a close call between all options, including more recent additions, *Dinky Decker* (8%) and *Creme Egg Twisted* (8%).

Tastes appear to vary across the country, with Londoner's plumping for the traditional *Cadbury Dairy Milk* as their top Heroes of choice (17%), whilst those in the north of England stick closer to the national results, opting for a *Cadbury Twirl* (15%).

UK ranking of Cadbury Heroes:

- 1.Crunchie & Twirl (13%)
- 2.Caramel (12%)
- 3.Cadbury Dairy Milk (11%)
- 4.Wispa (10%)
- 5.Fudge (9%)
- 6.Creme Egg Twisted (8%)
- 7.Dinky Decker (8%)
- 8.Eclair (6%)



In another close battle, *Hazel Whirl* (14%) emerged as the champion in a box of *Cadbury Roses*, and in a surprise to many, *Strawberry Dream* was a close, and potentially surprising, second place (12%).

Bringing up the rear was the *Caramel Bite* (3%), voted Brit's least favourite in a tub of *Cadbury Roses*, and potentially left languishing in the tub come Boxing Day.

In London, *Cadbury Dairy Milk Chunk* came in the top four (12%), reflecting a clear preference across both *Cadbury Roses* and *Heroes*, whilst Scots prefer *Hazel in Caramel* (16%).

UK ranking of Cadbury Roses:

- 1. Hazel Whirl (14%)
- 2. Strawberry Dream (12%)
- 3. Hazel in Caramel (12%)
- 4. Cadbury Dairy Milk Chunk (11%)
- 5. Golden Barrel (7%)
- 6. Tangy Orange Crème (7%)
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- 7. Country Fudge (6%)
- 8. Signature Truffle (5%)
- 9. Caramel Bite (3%)



The results are sure to cause some disagreement, but more generally, close to two-thirds (58%) of adults in the UK think that chocolate of any kind is integral to their Christmas day each year.

Chocolate doesn't completely rule Christmas though. Even *Cadbury Heroes* and *Roses* can't distract from the festive centre pieces; Christmas staples such as mince pies and Christmas cake, ranking among Brit's favourite festive treats.

Aislinn Campbell, Brand Manager for Cadbury Heroes said "Everyone has their favourite in a tub of Cadbury Heroes or Roses, and these results are sure to create some debate over the dinner table this Christmas, but the nation has spoken. We'd love to hear if people disagree with these results! Personally, it's Cadbury Dairy Milk all the way for me."

The festive frenzy for chocolate treats is a surprisingly responsible one, with a high proportion of UK adults managing to fight off their chocolate cravings and save their chocolate themed gifts until after Christmas has finished with 86% of UK adults making their stash last longer according to Mondelēz's

research findings.

[1] GB TOTAL COVERAGE, MAT, INCLUDING DISCOUNTERS, Period Ending:
WE 02/11/19

About Mondelez International

Mondelez 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. 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.

Notes to editors

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All figures, unless otherwise stated, are from YouGov Plc. Total sample size was 2152 adults. Fieldwork was undertaken between 27th - 28th November 2019. The survey was carried out online. The figures have been weighted and are representative of all UK adults (aged 18+).

Cadbury Roses

The brightly wrapped delicious Cadbury Roses chocolates, in distinctive blue packs, have been a family favourite in boxed chocolates since 1938. Using one of the most popular slogans in advertising history, "Thank you Very Much", the messaging still lives on today. This extra-special box also wears the Royal Warrant on the pack; proof of just how special Cadbury Roses really are.

Cadbury Heroes

Launched in September 1999, Heroes are a mix of miniature bites available in carton and tub formats that are ideal for sharing. Heroes fans love to rummage in the box to find their favourites, including Cadbury Dairy Milk, Cadbury Dairy Milk Caramel, Twirl, Wispa, Eclair, Fudge and Creme Egg Twisted.

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