



Cadbury is the UK's leading confectionery company and holds number one or two positions in over 20 of the world's 50 biggest confectionery markets. Its origins can be traced back to 1824 when John Cadbury opened a shop in Birmingham selling tea and cocoa. Since then Cadbury has expanded its business through a programme of organic and acquisition growth and now creates brands people love in over 60 countries.



Market

Cadbury is a strong pure play confectionery company with excellent market positions. Its global business is split into seven business units with Britain and Ireland generating 23 per cent of Cadbury's revenue and North America being responsible for a further 23 per cent.

It has the largest and most broadly spread emerging markets business of any confectionery company with a strong presence in India, the Middle East and Africa as well as South America. Its business in emerging markets has grown from less than 20 per cent of its turnover in 2002 to around 38 per cent today and this is expected to grow to 45 per cent by the end of 2013.

Product

Cadbury has 13 focus brands globally including Cadbury Dairy Milk, Flake, Creme Egg and Green & Black's in chocolate; Trident, Dentyne,

Hollywood and Bubbalo in gum; and Halls, Cadbury Eclairs, Bassett's and The Natural Confectionery Co. in candy.

Available in 33 countries worldwide, Cadbury Dairy Milk is the company's flagship



brand and is at the heart of its success. When Cadbury Dairy Milk chocolate was first introduced in the early 1900s, it made an immediate impact quickly becoming the market leader; and this success story continues today with it being the biggest confectionery brand in the UK.

Achievements

Cadbury has won a number of awards in recent years. In December 2009 it was voted in the top five of Management Today's 'Most Admired Companies' survey and also received the top Community and Environmental Responsibility award. The business was also named as one of the Top 50 Great Places to Work in the UK and was also listed in a number of other markets including Ireland, Portugal, Brazil, Colombia, Peru and Venezuela in this well known annual survey.

Among its other accolades in 2009 was the Editor's Choice award in the CorpComms

awards for its groundbreaking Cadbury Dairy Milk going Fairtrade campaign. It also received Business in the Community's Community Mark and was voted 2009 Green Supplier of the Year in The Grocer awards. Cadbury's UK marketing director Phil Rumbol was also ranked number one in Campaign's Top 10 Marketing Directors for 2009.

Recent Developments

Cadbury views corporate social responsibility and sustainability as key to its future success and has embedded sustainability commitments into its business strategy.

In January 2008 the Cadbury Cocoa Partnership was established with the United Nations Development Programme, local governments, NGOs, farmers and communities. It aims to secure the economic, social and environmental sustainability of around one million cocoa farmers and their communities in Ghana,



India, Indonesia and the Caribbean through a £45 million investment set to run for 10 years.

Cadbury launched Fairtrade certified Cadbury Dairy Milk bars in the UK in July 2009 making it the first mass market chocolate bar to gain certification from the Fairtrade Foundation.

The company is extending its commitment to Fairtrade by confirming that new markets – Canada, Australia, New Zealand and Japan – are to receive Fairtrade certification for its Cadbury Dairy Milk brand by early 2010. This commitment will quadruple the amount of Fairtrade cocoa bought from Ghana under Fairtrade terms in 2010 and see around 350 million bars of Fairtrade Cadbury Dairy Milk sold globally.

Cadbury is proud to be the Official Treat Provider to the 2012 Olympic and Paralympic Games. The company already has a successful



record of community involvement, volunteering and support at the Sydney 2000 Olympic Games, the Manchester Commonwealth Games in 2002 and the Melbourne Commonwealth Games in 2006.



Promotion

The world of brand building is undergoing a revolution and Cadbury is right at the forefront, both on and offline. Today's brands are built in places beyond our TV screens and Cadbury is leading the way in opening doors for consumers to interact with its brands. A great example is the creation of Cadbury Dairy Milk's 'A Glass and a Half Full Productions' which has set a new dynamic in advertising. The first offering, Gorilla, which didn't actually feature chocolate, became the most watched advert ever and swept the board at the advertising Oscars.

Gorilla has since been followed by Trucks, Eyebrows and in 2009 the launch of Cadbury's first ever music video – Zingolo – by Ghanaian music superstar, Tinny. The video, which was also shown as a TV ad, is a five minute celebration of Ghana and Cadbury's move to Fairtrade.

Cadbury's share of profits from the single have gone to the charity CARE International, one of the Cadbury Cocoa Partners, to fund education programmes in Ghana's cocoa growing communities.

Cadbury Wispa was re-launched in 2008 after consumers campaigned online to bring it back; followed by a campaign to bring back Wispa Gold, which was then launched for a limited period in September 2009. The Wispa Facebook group now has more than 700, 000 fans. Approximately 65 million Wispa bars and 20 million Wispa Gold bars were sold in 2009 alone. This made Wispa the number one selling chocolate bar in the UK for 2009.

Brand Values

Cadbury is guided by a 'Performance Driven, Values Led' culture. The company's values are performance, quality, respect, integrity and



responsibility. Cadbury believes that 'doing good is good for business' and this, inspired by its founders, is still at the heart of its brands today.

cadbury.com

Things you didn't know about Cadbury

Cadbury Dairy Milk was first produced in Bournville in 1905.

A bar of Cadbury Dairy Milk is sold around the world every two seconds.

The largest chocolate bar in the world – a giant block nearly 9ft high, 4ft wide and weighing 1.1 tonnes – was made by Cadbury Dairy Milk in 1998.

The total weight of Cadbury Dairy Milk produced in one year is equivalent to 51,641 minis or 7,230 Indian elephants.

In 24 hours, Cadbury's Bournville factory can produce 1.2 million Cadbury Creme Eggs, 5.5 million blocks of chocolate and 17 million Cadbury Dairy Milk Buttons.

1824	1847	1879	1905	1919	1969
John Cadbury opens his shop in Birmingham. Apart from selling tea and coffee, he also sells hops, mustard and a new sideline – cocoa and drinking chocolate.	John Cadbury is joined by his brother, Benjamin and Cadbury Brothers becomes the family business.	Having outgrown the Bridge Street factory, the Cadbury Brothers move their manufacturing operations to Bournville.	Cadbury's Dairy Milk is introduced with a new recipe using fresh milk. By the mid 1920s it is market leader.	Cadbury Brothers merges with JS Fry & Sons of Bristol.	Cadbury Group Ltd merges with Schweppes Ltd and Cadbury Schweppes plc is listed on the London Stock Exchange.

1989	2002	2003	2009
Bassett and Trebor are acquired and merged together in 1990.	Cadbury acquires Dandy, owner of the Stimorol gum brand.	Adams Confectionery is acquired for US\$4.2 billion, making Cadbury the leading worldwide confectionery company and the world's number two in chewing gum.	Cadbury announces Fairtrade certification for Cadbury Dairy Milk in Britain and Ireland.