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## **Mondelēz International announces \$20m investment to continue transformation of Claremont, Tasmania chocolate plant**

MELBOURNE, AU – February 2, 2015 – Mondelēz International has today committed \$20 million to develop its flagship factory in Claremont, Tasmania as a globally cost competitive centre of excellence for chocolate manufacturing.

Mondelēz International Managing Director, Australia and New Zealand Amanda Banfield said that although the company had decided to withdraw its application for government funding it remained committed to the Claremont operation.

“While it is disappointing that the proposed visitor centre will not proceed, we remain committed to our people and the core manufacturing operation at Claremont,” Mrs Banfield said.

“Today’s investment, on top of the \$100 million investment over the last five years, will continue its transformation into a world class cost competitive centre of excellence for chocolate manufacturing. It will also fund new equipment to make exciting new products locally here in Claremont.

“The factory is the centerpiece for our Australian business. It’s our biggest manufacturing operation in Australia and the only place we make our family blocks range locally. It has been a big part of Tasmanian and Cadbury history for over 90 years, and this investment will ensure that history continues for years to come,” Mrs Banfield said.

The new investment will increase productivity, support innovation and improve the global competitiveness of the facility. Additionally, the site is making excellent progress in implementing the practices of Integrated Lean Six Sigma, empowering the local workforce to improve productivity and efficiency with an expansion of the program having just rolled out.

Since the grant proposal was first announced in August 2013, Mondelēz International has worked with the Government, and consulted widely with stakeholders, to prepare the business case including the development of a new visitor centre.

“We’ve worked together very constructively to build the best possible business case to attract Government investment. However, meeting the grant criteria required a commitment from us

to significantly increase the amount of chocolate made at the site by attracting a sizeable export business.

“While we continue on the journey to modernise Claremont into a globally cost competitive manufacturing site, we don’t today have a clear export opportunity and so it was not possible for us to satisfy this aspect of the business case.

“We continue to focus on becoming more productive, further reducing costs and investing across our Australian business to continue to bring great innovation and grow the brands that people know and love,” Mrs Banfield said.

The Claremont operation will continue to be one of Tasmania’s largest employers and the leading manufacturing site in the Mondelez International chocolate manufacturing network in Australasia, producing around 50,000 tonnes of chocolate annually which is the equivalent of 150 million blocks of chocolate, most of which is consumed in the Australian market.

Mondelez International will now review the operation of the current visitor centre at Claremont.

“We will be consulting with our staff and keeping them closely informed of future plans,” Mrs Banfield said.

