



## Tassie unveiled as home of Cadbury's new Cadbury Dairy Milk Oreo block

TASMANIA, AU – April 29, 2016 – Mondelēz International has today unveiled a \$3m technology upgrade to its Claremont factory in Tasmania that has already produced over six million blocks of its new Cadbury Dairy Milk Oreo range, launched in April.

At a behind the scenes look at the new block and technology at the Claremont site, Mondelēz International Managing Director, Australia and New Zealand Amanda Banfield said that the block's Tasmanian pedigree gave it special significance.

"For 94 years we've produced delicious Cadbury chocolate in Tasmania. Today I'm extremely proud to unveil our latest innovation, using new technology and manufactured right here in Claremont, the Aussie home of Cadbury.

"Claremont is one of our global Centres of Excellence for chocolate manufacturing and we are investing over \$20m a year to enable innovation, continuous improvement and drive productivity gains so that we can become globally cost competitive.

"This new range has performed exceptionally well in Europe and I'm sure Aussies will also love it!"

Minister for State Growth Matthew Groom and Member for Elwick, Adriana Taylor MLC also visited the Claremont factory for the sneak peek behind the scenes and congratulated the team on bringing the new product to Tasmania.

The new technologies installed at the factory to produce Cadbury Dairy Milk Oreo blocks include a biscuit 'depositor' (which places crushed biscuits in the chocolate mold) and shaker, and crème depositor, which help create the moreish original, mint and strawberry flavoured centres for the new blocks.

### About Mondelēz International

Mondelēz International (formerly Kraft Foods Inc.) is the maker of many of Australia's most beloved food brands – including Cadbury, Vegemite, Natural Confectionary Company, Oreo and Philadelphia. Although new in name, we carry forward the values of our legacy organisation and the rich heritage of our iconic brands. Our mission is to create delicious moments of joy in everything we do. Headquartered in Melbourne, we have 2000 employees and operate five manufacturing sites across Victoria, Tasmania and South Australia Visit [mondelezinternational.com.au](http://mondelezinternational.com.au) and [facebook.com/mondelezinternational](https://facebook.com/mondelezinternational) for more information.

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