



Media address and photo/vision opportunity

The Cadbury chocolate factory at Ringwood is celebrating its 50th Anniversary and media are invited to attend the celebration event where there will be the opportunity to:

- Capture photos/vision of Government dignitaries and Mondelēz International representatives cutting Australia's largest ever Cadbury Cherry Ripe (1.8 meters long)!
- Cadbury Easter Bunny will make an out-of-season appearance, Cadbury memorabilia and working models of old chocolate-making equipment will be on display, and employees and their families enjoying the carnival atmosphere and taking part in the games, rides and activities such as chocolate making sessions.
- Interview long-serving employees and their families about their experiences working at Ringwood over the years.
- Hear from representative for the Victorian Government and Member for Eastern Metropolitan Region, Mr Shaun Leane MP and Ms Dee Ryall MP, Member for Ringwood and Shadow Assistant Minister for Economic Development, as well as Mondelēz International Area Vice-President, Amanda Banfield.

When: Saturday 14 October 2017
Event runs from 12-4pm (formalities/cutting the giant Cherry Ripe 1pm-1.30pm)
Where: Cadbury Factory, 323 Canterbury Rd, Ringwood
Contact: Lainie Kirk, External Affairs 0439 877 167

Note: Media will be required to wear closed flat shoes on site.

Cadbury chocolate factory celebrates 50th Anniversary with Australia's largest Cadbury Cherry Ripe

MELBOURNE, AU – October 14, 2017 – While many things have changed since 1967 when the first product, Cherry Ripe, rolled off the line at the then brand new Ringwood factory in Melbourne's outer East – the Ringwood factory's ability to deliver joy to Australian families remains unchanged.

Over 50 years, countless new brands and products have been created and produced at the site to help make Cadbury Australia's most loved chocolate brand.

High quality products that have become household names such as Cherry Ripe, Picnic, and Crunchie, all call the Ringwood factory home.

While Mondelēz International is the proud custodian of the Cadbury name and multiple brands with an enviable heritage, there's a team of innovators behind the scenes at Ringwood always looking to come up with the next big thing to appear in Australia's confectionery aisles.

And through it all, the site has evolved over the years, with new equipment and technology replacing the old, which enables the factory to make the 300 different products that roll off the lines today. These include close to 300 million Easter eggs and 12 million chocolate Easter bunnies that help deliver a magical Easter to millions of families in Australia – and overseas – each year!

Products that have been made at Ringwood over the years include Peppermint Creams, Pascall, Jubes, Chomp and Turkish Delight. And we've even created bespoke products such as the World's Biggest Easter Egg in 1991 and, this year, to mark the 50th Anniversary, Australia's largest ever Cadbury Cherry Ripe!

The site employs approximately 800 employees in Melbourne, many who live in and around the Ringwood area.

Mondelēz International Area Vice President, Amanda Banfield, said it's the people that work at the Ringwood site that are a testament to its success, which is reflected in the fact there are second and even third generation family members working at the plant.

"We've been proud to have become part of the local community here in Ringwood and are very grateful for the support from them over the last 50 years.

"We are also grateful for the support we've received from successive governments through their focus on maintaining a healthy manufacturing sector in Victoria. We look forward to continuing to deliver innovative new products to our consumers," Mrs. Banfield said.

"It's been great to be here today celebrating with our employees and thanking them for their contribution."

Ends

About CADBURY and Mondelēz International

CADBURY is a brand that has a long history of bringing joy to Australian families' lives with iconic brands such as FREDDO, CHERRY RIPE, MARVELLOUS CREATIONS and Australia's No.1 confectionery brand*, CADBURY DAIRY MILK. Australians know when they buy Cadbury Dairy Milk, they're getting more than a great taste, they're getting great quality too, being manufactured in Australia for around 95 years. Mondelēz International, proud custodian of the Cadbury brand, creates delicious moments of joy in 165 countries around the world, and is a leader in biscuits, chocolate, gum, candy and powdered beverages, with billion-dollar brands such as *Oreo*, *LU* and *Nabisco* biscuits; *Cadbury*, *Cadbury Dairy Milk* and *Milka* chocolate; and *Trident* gum., Visit www.mondelezinternational.com or follow us on Twitter at www.twitter.com/MDLZ.

*Source: Nielsen Answers MAT 22/05/2016

