

Cadbury delivers world-first paper packaging trial at Claremont

*The paper packaging is made from 100 percent sustainably sourced paper
and is 100 percent recyclable*

HOBART, AUSTRALIA – In a world-first for the company, Mondelez International’s Cadbury Claremont factory has delivered a trial of new packaging made from 100 percent recyclable sustainably sourced paper.

The packaging is being trialled on a small run of Cadbury Energy blocks – a product the factory exports to New Zealand. The trial will test the durability and effectiveness of the paper packaging in transport, plus gather feedback from consumers.

It is the first time the company has used a fully-sealed paper material that doesn’t include laminates, foils or plastics for fully-sealed flow-wrap packaging. Many existing paper-based food wraps have a thin plastic film to protect the product, however the paper used in the trial acts as the barrier to protect food and ensure freshness.

Paul Chatfield, Director of Marketing for Cadbury, says, “We are committed to making 100 percent of our packaging recyclable by 2025. While Cadbury is enjoyed by millions of chocolate lovers around the world, we’re excited to be able to do this innovative trial here at our Claremont factory.

“Given this is a world-first for us and the material is at the leading edge of packaging innovation, we’re committed to finding innovative solutions to the sustainability challenges facing the planet and this trial is a great example of this effort,” said Paul.

“Our Claremont team has worked incredibly hard over the last few months to deliver this project. They’ve been working with the very latest paper packaging technology which has presented a range of challenges, but they’ve again demonstrated their professionalism and commitment.

“With waste being just one part of the lifecycle of a product, we need to ensure the total environmental impact of a packaging material is considered. There’s no point adopting an alternative packaging material that minimises waste, but has a larger carbon footprint.”

Over 90% of the packaging materials used for Mondelez products in Australia are recyclable through household recycling collections and the RedCycle soft plastics recycling program.

Alternative packaging materials are just one part of the solution. Mondelez International is working on a range of sustainability initiatives designed to minimise our impact on the planet, including support for companies developing plastic recycling technology and reducing the amount of packaging we use.

To complement the production work being done by the Claremont team, the Cadbury Energy blocks will be sampled by Kiwi consumers to gather feedback to help inform future trials.

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About Mondelez International and our commitment to sustainable snacking

Creating a Future Where People and Planet Thrive

At Mondelez International, we're on a mission to lead the future of snacking by creating snacks the right way for both people and planet to love. We're focused on making our snacks more sustainably by using less energy, water and waste, with ingredients consumers know and trust. We have specific goals to which we hold ourselves accountable, and we're continuing to make progress and scale our efforts to deliver meaningful change.

By 2025, we will:

- Use 100% recyclable packaging (up from about 90% today) - Any one of our snacks you enjoy will come in minimal, 100% recyclable packaging to reduce waste and protect our environment.
- Reduce our end-to-end CO2 emissions - We'll continue to improve our energy consumption by improving energy management systems and investing in energy efficient technology.
- Reduce water usage in priority locations - Our goal is to reduce water use by 10% in manufacturing sites where water is most scarce. We've already reduced water consumption at our Claremont factory by 20% since 2013.
- Source 100% sustainable cocoa - We are scaling our Cocoa Life sustainability program so that by 2025, 100 percent of the cocoa volume for our chocolate brands is sourced sustainably.
- Reduce food waste - With a focus on reducing manufacturing waste, we're committed to searching for innovative reductive solutions among our facilities around the globe. At Claremont, we've reduced waste by 50% since 2013.

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