

‘Snacking Made Right’: Mondelez International puts focus on key brands and sustainability

Mondelez International has underlined its ‘Snacking Made Right’ concept as it aims to lead recovery in travel retail through growth in the confectionery channel.



At the recent [Moodie Davitt Virtual Travel Retail Expo](#), Mondelez added a new, on-trend Gingery Orange flavour to its Toblerone line-up while spotlighting its Cadbury, Milka and Oreo brands. Its commitment to sustainability also played a major role in the company’s presentation.



The new Toblerone Gingery Orange is exclusive to travel retail

Mondelez International Chairman & CEO Dirk Van de Put said: “Successful companies do more than focus on financial results; they create value for the world at large and improve the lives of those they impact.

“At Mondelez International, we are guided by our purpose to empower people to snack right by providing the right snack, for the right moment, made the right way. As the world deals with a global pandemic, that purpose feels more important today than ever.”

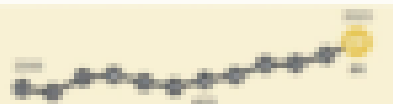
WHY?

Sustainability in Travel Retail

SUSTAINABILITY

Early 2020, environmental concerns reached a record

71% Environmental pollution
Increased 10% in awareness, **70% awareness** globally, 68% aware from 2019 to 2020



71% Global awareness of climate change
Up from 64% awareness in 2019, 68% awareness, **70% awareness**

INFLUENCE ON PURCHASE DECISIONS

78%

More made changes to their general behaviour within the last 12 months in order to feel more sustainable



68%

Consider sustainability as one of their top priorities



58%

Consider sustainability as one of their top priorities



71%

Most have their purchase decision impacted as a result of at least having sustainability considered if choosing between items

48%

Of traveling consumers sufficient information regarding a product's sustainability value in the duty free store

Source: 2020 World Travel Retail Sustainability Survey, Global, 2020
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Mondelez
International
2020

SUSTAINABILITY IN MONDELEZ WTR

Our Initiatives

SUSTAINABILITY



**SUSTAINABLE
INGREDIENTS**

100%

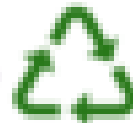


99%



**PACKAGING
INNOVATION**

93%



**ENVIRONMENTAL
IMPACT**

WASTE LESS

USE LONGER

INSPIRE OTHERS

Mondelez
International
2020

As reported, Mondelez World Travel Retail has identified three key principles which it believes can accelerate

post COVID-19 recovery:

- Focusing on a core portfolio of best-selling products helps leverage supply chain efficiencies and improve product rotation.
- Enhancing the visibility of the confectionery category has the potential to increase footfall to all categories, while applying merchandising best practices help passengers navigate the offer on shelf quickly and effectively.
- Bold offers supported by loud communications are critical in an environment with financial pressures and uncertainties, placing more emphasis on value perception and price sensitivities.

Mondelez World Travel Retail Managing Director Jaya Singh highlighted the role of confectionery as an “impulse-driven category with a universal appeal and high potential to trigger cross-category purchases”.

While recovery timelines, geographies and patterns remain uncertain, Singh said “that doesn’t mean that we cannot be prepared”.

“At Mondelez WTR, we are ready with campaigns and initiatives from our global brands and by our award-winning team to implement with speed and executional excellence to seize any arising opportunities. We are in close and regular contact with our retailers and we are constantly scanning the horizon for opportunities,” he added.

“Leveraging the world’s No. 1 brand”, the company spotlighted its new travel retail exclusive Toblerone flavour at the Virtual Travel Retail Expo. According to Mondelez, Gingery Orange, which combines milk chocolate with ginger-coated orange peel, “fits the brand and follows consumer needs”.

Mondelez relaunched Toblerone gifting bundles in new recyclable packaging and Gingery Orange will be available in Mono (with milk chocolate) and Mix (with other flavours) bags.

LEVERAGING THE CHANNEL'S NO. 1 BRAND

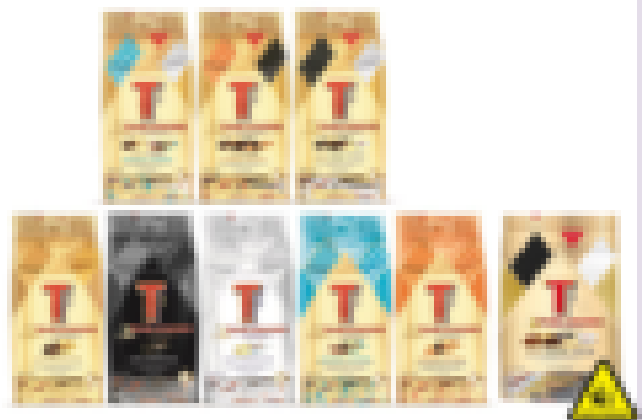
New Look for Tiny Bags

PREMIER & MODERN DESIGN

- Further differentiation of the tiny range
 - Easy navigation of the shelf
 - More visible distinction between flavors
- Improved appeal to consumers
- Recyclable packaging with information on Cocoa Life



PORTFOLIO CORE



New-look Toblerone Tiny Bags have been redesigned to improve distinction and value perception. Singh said

consumer tests have proven that it has substantially improved appeal to consumers.

Mondelez tapped into the infectious passion of football fans to highlight its Cadbury brand as “the UK’s favourite chocolate” while Milka introduces bite-sized pieces in packs in Mix, Alpine Milk and Hazelnut flavours.



A “recharged” Oreo biscuit line-up includes Thin Biscuit Tins which will be available from June 2021.

FOLLOWING THE BISCUITS ROADMAP

Re-charge Oreo: Launch thin biscuits in gifting format

PORTFOLIO CORE

Penetration of confectionery & fine foods is high for women (70% in Travel Retail)

Requirements towards chocolate and biscuits are similar: 70% of Biscuits buyers bought biscuits as a gift

Oreo Thins = strong proposal to further build „Trusted gift“ segment under Oreo brand

Customers will benefit from an exclusive product packaging, differentiated from the domestic market



Oreo 144g Thin Choco Tin 12CA



Oreo 144g Thin Vanilla Tin 12CA

JUNE
2021