



Cadbury



EASTER

2023

& MINI SEASONS

Mondelēz
International



The Easter season is segmented into three phases



Fast Start

This season from 1st January is called 'Fast Start' and is when shoppers are looking to buy a seasonal treat. This leads up to Valentine's Day.

Momentum

Momentum describes the middle part of the season where consumers want to share Easter themed products with family and friends to build excitement in the run up to Easter. These products are key to repeat purchase up until Mother's Day.

Gifting Finish

This season is called 'Gifting Finish'. Here shoppers are looking to give gifts to family and friends over the Easter weekend.



1st January ←

→ Easter





Fast Start
 Filled Egg
 Miniatures

Momentum
 Filled Egg
 Miniatures
 Gum & Candy
 Novelties

**Gifting
 Finish**

Gifting
 Novelties
 Small Surprise
 Traditional Gift

Special
 Gesture
 Giant Range
 Inclusion
 Range

Impressive
 Gift

**Giving &
 Sharing**

**Green &
 Black's**

Merchandising



Navigation





Fast Start



A little pick me up in January



New Design

111 Creme Eggs bought per minute



Cadbury Creme Egg Singles Hod 288Ds
CAD Sgl Creme Egg
288Ds / SKU code 660794



Cadbury Creme Egg Single 40g
CAD Sgl Creme Egg 40g
48CA / SKU code 611477



Fast Start Filled Eggs



All Caramel Egg
SKU's are worth
£12m

**New
Product**



**Cadbury Caramel
Egg single 40g**
CAD 40g Sgl Caramel Egg
48CA / SKU code 611478



**Cadbury White
Creme Egg Single 35g**
CAD 35G WHITE CE
48CA / SKU code 4273833



**Fast Start
Filled
Eggs**



New
SUSTAINABLE
PACKAGING



Cadbury Mini Eggs Carton 38.3g
CAD 38.3G Mini Egg Carton
24CA / SKU code 4069696



Cadbury Mini Eggs Bag 80g Hod 192Ds
CAD 80g Mini Eggs Bag
192DS / SKU Code 681704



Cadbury Mini Eggs Bag 80g
CAD 80g Mini Eggs Bag
24CA / SKU Code 4063606

Mini Eggs
bought more
frequently than
any other
Easter brand

Cadbury Mini Eggs Clip Strip 80g
CAD 80g Bag Mini Eggs Clip Strip
24CA / SKU Code 4070210



Fast Start
Miniature Eggs



Momentum



Getting in the Easter spirit



Share in the Joy at Easter

'**Momentum**' describes the middle part of the season where consumers want to share Easter themed products with their family and friends to build excitement in the run up to the Easter weekend and continuing to Mother's Day.





New Product

New Designs



Cadbury, Classic Caramel & White Eggs 191g
CAD 191g Mixed Filled
28CA / SKU code 4269178



Cadbury Caramel & Creme Egg 10pk 400g
CAD 10 400G MIX EGG
12CA / SKU code 4299393



Cadbury Caramel Egg 3pk 20g
CAD 3PK 120G SKU CML EGG
42CA / SKU code 4300935



Momentum Filled Eggs



**New
Designs**

**Cadbury Creme
Egg 10 pack 400g**
CAD 400G 10PK CCE
12CA / SKU code 4299366



**Cadbury Mini Filled
Eggs Creme Egg 78g**
CDM 78G PIL CCE MINI
13CA / SKU Code 4299409



**Cadbury Creme
Egg 5 Pack 200g**
CAD 200g 5pk Creme Egg
28CA / SKU Code 325181



Momentum
Filled Eggs



Cadbury Mini Eggs Pouch 385g
CAD 385g Mini Eggs Pouch
6CA / SKU Code 4302696



Cadbury Mini Eggs Bag 296g
CAD 296g Mini Eggs Bag
8CA / SKU Code 4300425

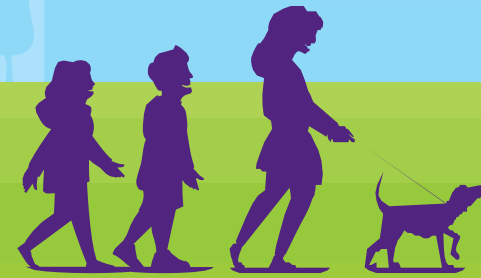


Cadbury Mini Eggs Tube 96g
CAD 96g Tube Mini Eggs
12CA / SKU Code 4069767



Cadbury Mini Eggs XL Bag 1KG
CAD 1kg Mini Eggs Bag
8CA / SKU Code 4302315

Momentum Miniature Eggs



CDM Mini Eggs Bag 77g
CDM 77g Mini Filled Eggs Bag
18CA / SKU Code 4260714



CDM Mini Daim Eggs Bag 77g
CDM 77g Mini Daim Eggs Bag
18CA / SKU Code 4260878



Cadbury 238g Minis Mix
CAD 238g Assortment Mix Mini
12CA / SKU Code 4277383



Cadbury Orange Mini Filled 72g
CDM 72G ORANGE MINI FILLED
6CA / SKU Code 4275744

Momentum Miniature Eggs



Jelly Chicks is the No.1 candy sharing novelties from a branded player



Maynards Bassetts
Jelly Chicks 165g
Mbass 165g Jbabies Chicks
12CA / SKU Code 4052491

Momentum
**Gum &
Candy**



Cadbury 110G Mini Eggs Tablet
CAD 110G Mini Eggs Tablet
20CA / SKU Code 4263717

Mini Eggs 110g bar was the largest selling SKU this Easter season worth **£13.9M**

110g bar is the fastest growing SKU which showed **123%** growth vs last year



Momentum
Chocolate Tablets



CAD 360g Mini Eggs Giftblock
CAD 360g Mini Egg Giftblock
14CA / SKU Code 4282852

New Product

Work in progress design



Cadbury Easter Share Pack 450g
 CAD 450g Easter Share Pack
 4CA / SKU Code 4274057



Momentum
Sharing Novelties



Gifting Finish



We all love to gift



Making the Easter weekend extra special

‘**Gifting Finish**’ describes the final part of the season when shoppers are looking for Easter Eggs and gifting products that will help make the Easter weekend special for their family and friends.

In these final few weeks to Easter, shoppers look for products which help their families engage Easter rituals such as egg hunts, and baking.

Giving Shell eggs at Easter accounts more than half of the value sales within traditional Easter confectionery, so maximising this occasion by ensuring shoppers can easily find their family favourites in-store is key.





CDM Peter Rabbit Egg 72g
CDM 72g Peter Rabbit Egg
6CA / SKU Code 4260145



CDM Giant Tablet 850g
CDM Giant Tablet 850g
8CA / SKU Code 4019839



Gifting Finish
Gifting Novelties



Cadbury Mini Eggs
Tin 300g
CAD 300g Mini Eggs Tin
7CA / SKU Code 4273946



**New
Design**

Cadbury Creme Egg
Tin 358g
CAD 358g Creme Egg Tin
7CA / SKU Code 4273870



Gifting Finish
**Gifting
Novelties**



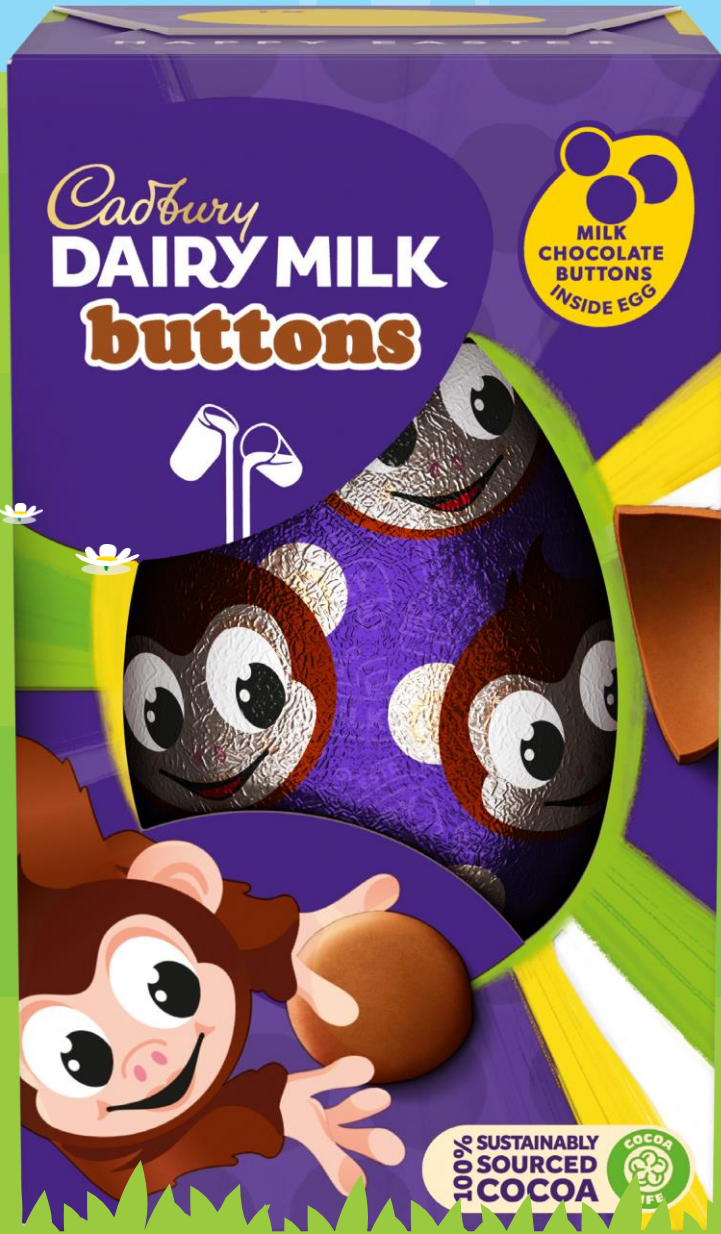
Freeing Easter
goodness with a new

Cadbury
Shell Egg range!

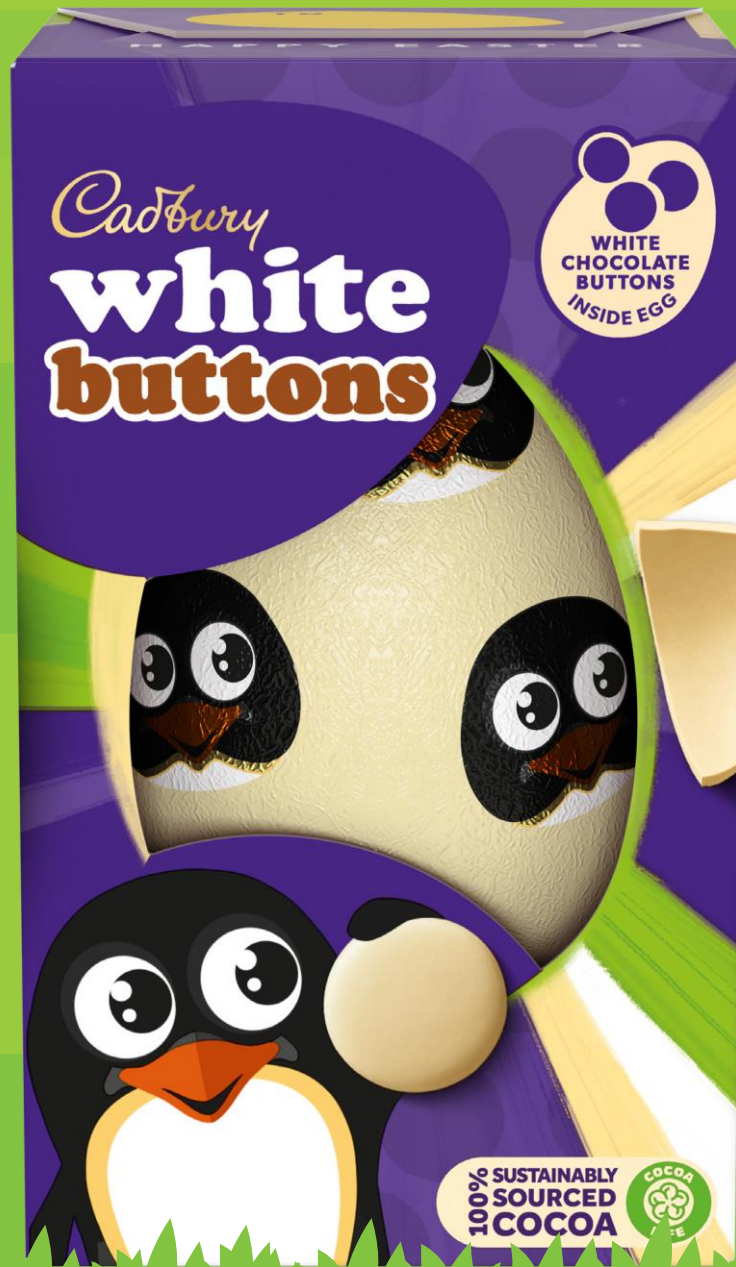
This Easter, we're celebrating real
Cadbury goodness and putting consumers
first by relaunching the entire
Cadbury Shell Egg range.

Small Surprise





Cadbury Dairy Milk Buttons 98g
CDM 98g EL Buttons
12CA / SKU Code 4241220

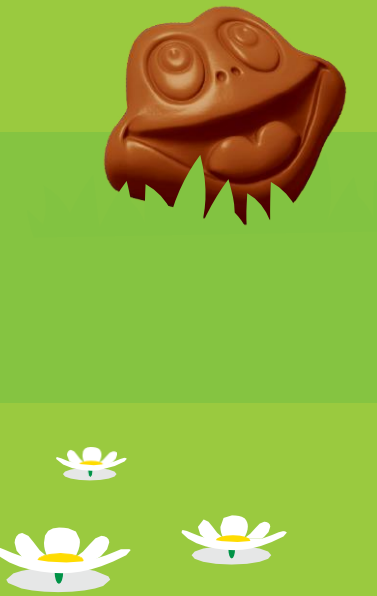


Cadbury White Buttons 98g
CDM 98g EL White Buttons
12CA / SKU Code 4241477



Cadbury Dairy Milk Freddo Faces 96g
CDM 96g EL Freddo Faces
12CA / SKU Code 4241222

Chocolate to be found inside the eggs!



Gifting Finish
Small surprise



Cadbury Dairy Milk Giant Buttons 96g
 CDM 96g EL Giant Buttons Egg
 12CA / SKU Code 4241218



Cadbury Mini Eggs 97g
 CDM 97g EL Mini Eggs
 12CA / SKU Code 4241230

Chocolate to be found inside the eggs!



Cadbury Caramel Nibbles 96g
 CDM 96g EL Caramel Nibbles
 12CA / SKU Code 4241228

Gifting Finish
Small surprise

Traditional Gift





**Cadbury Creme Egg
Velocity 195g**
CDM 195g, Cadbury Creme Egg Vel
6CA / SKU Code 4241213



**Cadbury Wispa
Velocity 195g**
CADBURY 182.9G WISPA VEL
6CA 4241227 4241231



**Cadbury Twirl Orange
Velocity 195g**
CADBURY 182.9G WISPA VEL
6CA 4241227 4241231



**Cadbury Caramel
Velocity 194g**
CDM 194g, Cadbury Giant Buttons Vel
6CA / SKU Code 4241216



Gifting Finish
**Traditional
Gift**



Cadbury Twirl
Velocity 198g
 CDM 198g, Cadbury Twirl Vel
 6CA / SKU Code 4241219



Cadbury Mini Eggs
Velocity 193.5g
 CDM 193.5g, Cadbury Mini Eggs Vel
 6CA / SKU Code 4241223



Cadbury Crunchie
Velocity 190g
 CDM 190g, Cadbury Crunchie Vel
 6CA / SKU Code 4241224



Cadbury Giant Buttons
Velocity 195g
 CDM 195G Giant Buttons Vel
 6CA / SKU Code 4241214



Gifting Finish
Traditional Gift

Special Gesture





Cadbury Twirl 241g
241g, Cadbury Twirl AG
4CA / SKU Code 4241229



Cadbury Mini Eggs 232g
232g, Cadbury Mini Eggs AG
4CA / SKU Code 4241215



Cadbury Fingers 212.9g
212.9g, Cadbury Fingers AG
4CA / SKU Code 4241221

Gifting Finish
Special Gesture



Cadbury Dairy Milk 245g
 245g, CDM CTLine AG
 4CA / SKU Code 4241478



Cadbury Fruit & Nut 248g
 249g, CDM Fruit 7 Nut AG
 4CA / SKU Code 4241226



Cadbury Roses 245g
 245g, Cadbury Roses AG
 4CA / SKU Code 4241225



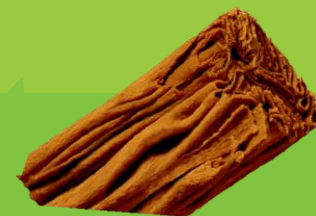
Gifting Finish
Special Gesture



Cadbury Creme Egg 235g
235g, Cadbury Creme Egg AG
4CA / SKU Code 4241212

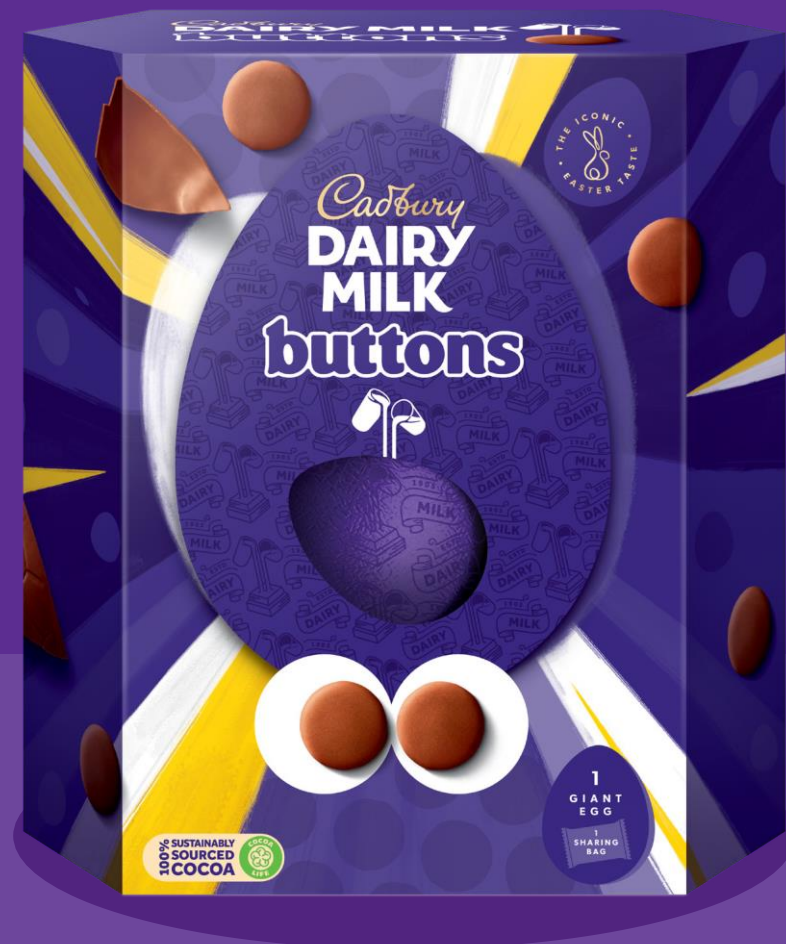


Cadbury Flake 231.8g
231.8g, Cadbury Flake AG
4CA / SKU Code 4281337



Gifting Finish
**Special
Gesture**

Giant Range





**Cadbury Dairy Milk
Giant Egg 515g**
CDM 515g Egg GT
4CA / SKU Code 685419



**Cadbury Giant Buttons
Giant Egg 419g**
CDM 419g Buttons GT Egg
4CA / SKU Code 4262021



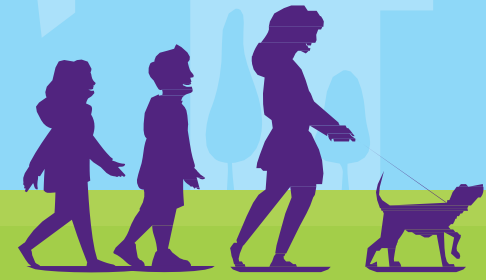
**Cadbury Mini Eggs
Giant Egg 455g**
CAD 455g Mini Egg GT Egg
4CA / SKU Code 4057428



Gifting Finish
**Giant
Range**

Inclusion Range





CDM Giant Crunchie Inclusion Egg 540g
CDM 540g Crunchie Egg Gt
4CA / SKU Code 4262048



CDM Giant Daim Inclusion Egg 540g
CDM 540g Daim Egg Inc
4CA / SKU Code 4262047



CDM Giant Fruit & Nut Inclusion Egg 530g
CDM 530g Fnut Egg Inc
4CA / SKU Code 4262046

Gifting Finish
Inclusion Range



New Product



**CDM Mini Eggs
Inclusion Egg 507g**
CDM 507g Mini Eggs GT INCL EGG
4CA / SKU Code 4254650

**CDM White Oreo
Inclusion Egg**
CAD 499G OREO WHIT
4CA / SKU Code 4281768

Gifting Finish
**Inclusion
Range**

Impressive Gift





New Product

Cadbury Chunky Egg 400g
CDM 400g Chunk Egg
AV 5CA / SKU Code 4281357

Chunk Shape Box



Gifting Finish
Large
Impressive Gift



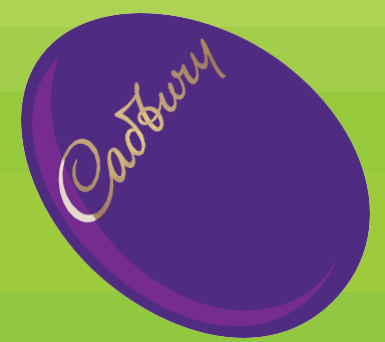
Giving & Sharing



For someone you love



**Cadbury Eclairs
Carton 420g**
CAD Choc Eclairs Ctn 420gx6
6CA / SKU Code 131346



Giving & Sharing
Cadbury



**Maynards Bassetts
Liquorice All Sorts
Carton 400g**
MBASS 400g All Sorts Carton
6CA / SKU Code 4046309



**Maynards Bassetts
Jelly Babies Carton 400g**
MBASS 400g Jelly Babies Carton
6CA / SKU Code 4046311



**Maynards Bassetts
Wine Gums Carton 400g**
MBASS 400g Wine Gums Carton
6CA / SKU Code 4046305

Mondelēz
International
is the No.1
branded
manufacturer
in candy
at Easter*

Giving & Sharing
**Maynards
Bassetts**



Maynards Bassetts Sports Mix Carton 400g
MBASS 400g Sports Mix Carton
6CA / SKU code 4046307

Giving & Sharing
Maynards Bassetts



**Sour Patch Kids
Carton 350g**
SOUR PATCH KIDS CANDY 350G
6CA / SKU code 4241330



**Maynards Bassetts
Mix Up Carton 400g**
MBASS 400g Mix Up Carton
6CA / SKU code 4059739



Giving & Sharing
**Gum &
Candy**



New design coming soon

Available in Q1



Cadbury Milk Tray 360g
CAD 360g CTN Milk Tray
6CA / SKU Code 4268964



Cadbury Milk Tray Sleeve 360g
CAD 360g Milk Tray SLV
6CA / SKU Code 4269369



Giving & Sharing
Milk Tray



No.1
Everyday Gift
 worth
£36m MAT*

Milk Tray
 worth
£2.2m at
 Valentine's Day
£3.4m at
 Mother's Day**



Cadbury Milk Tray 530g
 CAD 530g CTN Milk Tray
 4CA / SKU Code 4268962



Cadbury Milk Tray 180g
 CAD 180g CTN Milk Tray
 8CA / SKU Code 4268961



Cadbury Milk Tray 78g
 CAD 78g CTN Milk Tray
 16CA / SKU Code 4268959



Giving & Sharing
Milk Tray



Toblerone 360g Milk
TONE 360g TBL Milk
10CA / SKU Code 4019774

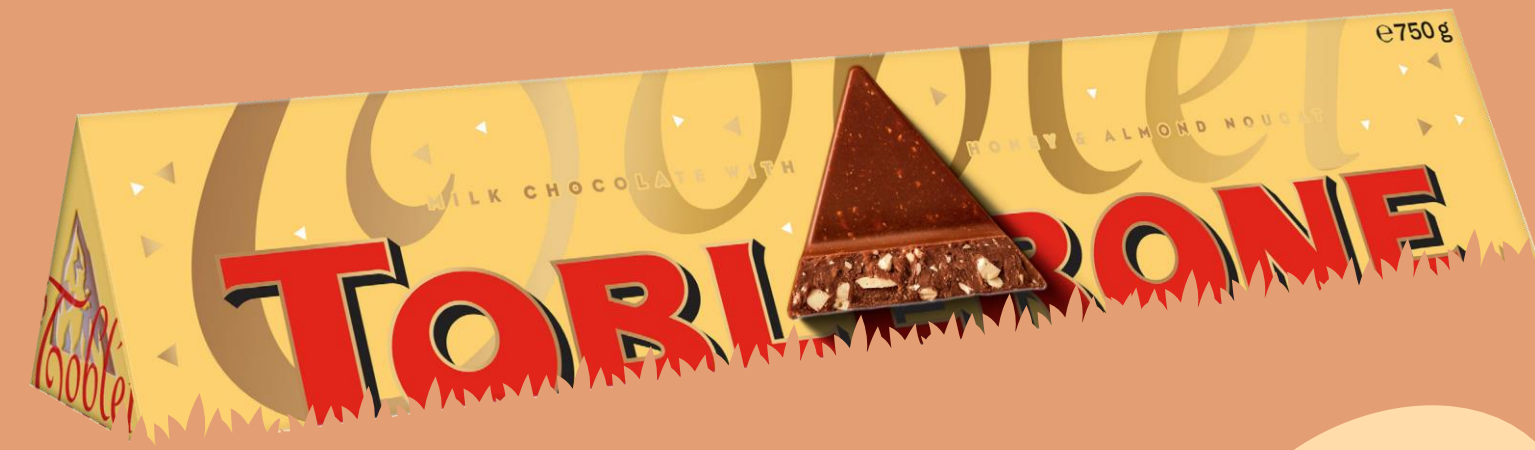


Toblerone 100g Milk
TONE 100g TBL Milk
20CA / SKU Code 21001

Toblerone 200g Milk
TONE 200g TBL Milk
10CA / SKU Code 53578



Toblerone 4.5kg Milk
TONE 4.5kg Milk
1CA / SKU Code 35776



Toblerone Milk 750g
TONE 750g TBL Milk
10CA / SKU Code 4063118

**Toblerone
Gift block
is worth
£29.4m MAT**

Giving & Sharing
Toblerone



**Toblerone
Fruit & Nut 360g**
TONE 360g TBL Fruit & Nut
10CA / SKU Code 4019772



**Toblerone
Dark 360g**
TONE 360g TBL Dark
10CA / SKU Code 4019770



**Toblerone
White 360g**
TONE 360g TBL White
10CA / SKU Code 4019776

Giving & Sharing **Toblerone**



Toblerone Crunchy Almonds 360g
TONE 360g TBL Crunchy Almonds
10CA / SKU Code 4020179



Toblerone Orange Twist 360g
TONE 360g TBL Orange Twist
10CA / SKU Code 4261978

Giving & Sharing
Toblerone



**Toblerone 500g
Bundle Bar**
Toblerone 500g Bundle Bar
6CA / SKU Code 4063006

Giving & Sharing
Toblerone

Roses
£42m
Brand
MAT



Cadbury Roses Tin 432g
SKU code coming soon



Cadbury Roses Pack 275g
CAD 275g Pack Roses
8CA / SKU Code 4072763

Giving & Sharing
Roses



Cadbury Roses Hod
Cad 290g CTN Roses Hod
48DS / SKU Code 4086686



Cadbury Roses Carton 186g
CAD 186g CTN Roses
9CA / SKU Code 4072751



Cadbury Roses Carton 290g
CAD 290g CTN Roses
6CA / SKU Code 4072760



**Roses 290g
grew 14%
at Mothers Day!**



Giving & Sharing
Roses



Cadbury Heroes Carton 290g Hod
CAD 290g CTN Heroes Hod
48DS / SKU Code 4086687



Cadbury Heroes Carton 290g
CAD 290g CTN Heroes
6CA / SKU Code 4071733



Cadbury Heroes Carton 185g
CAD 185g CTN Heroes
6CA / SKU Code 4073050

Heroes giving and sharing worth **£62m**

Giving & Sharing
Heroes



Heroes brand is worth £4.1m at Easter



Cadbury Heroes Bulk Box 2kg
CAD 2kg Heroes Bulk Box
SKU Code 4263470



Cadbury Heroes Carton 385g
CAD 385g CTN Heroes
5CA / SKU Code 4247480

Giving & Sharing Heroes

GREEN & BLACK'S ORGANIC

**Our chocolate tastes the way it does because it's natural.
Not the soft, pastel kind of 'natural'. This is the real deal.**

Visceral and untamed, wild and unadulterated.

**Raw flavours torn from the depths of the natural world
and not just the fruit, it's the whole thing. A bite of Green & Black's
is an assault on the senses. An experience as intense and as vivid
as nature itself because that's where real flavours come from
it's taste how nature intended it.**

it's a taste of the wild raw flavour.

WILDLY · DELICIOUSLY · ORGANIC



**G&B's Classic Miniatures
Collection 180G**

G&B 180G Classic Miniatures

12ca / Sku Code 666695



**G&B's Milk Miniatures
Collection 180G**

G&B 180G Milk Miniatures

12ca / Sku Code 4047272





Mondelēz
International