

Mondelēz
International

WINTER 2023





Mondelēz's delicious brands include the much loved Cadbury, Green & Black's and Toblerone, all offering exciting NPD for consumers at Christmas.

Outside of chocolate, our winning biscuits range spans from Cadbury to Oreo, offers treats from stocking fillers to the dinner table - and not forgetting candy with Maynards Bassetts and their fantastic range of festive goodies!

With a leading selection of Christmas & Halloween novelties, we'll set up your 2023 season for success.



SANTA'S WORKSHOP

Traditional Christmas

Selection
Advent
Tree Decoration

Biscuits

Cadbury
Oreo
Ritz

Novelties
Gifting
Self Eat

ELF
ELBOW
GREASE

Roses
Toblerone
Green & Blacks

Giving & Sharing

Cadbury Milk Tray Heroes

Gum & Candy

Cartons Bags

HALLOWEEN



Merchandising Principles

Blocking by subcategory makes the fixture easy to shop. Novelties lead the aisle to signpost Christmas and encourage shoppers into the category with new news and different ranges.

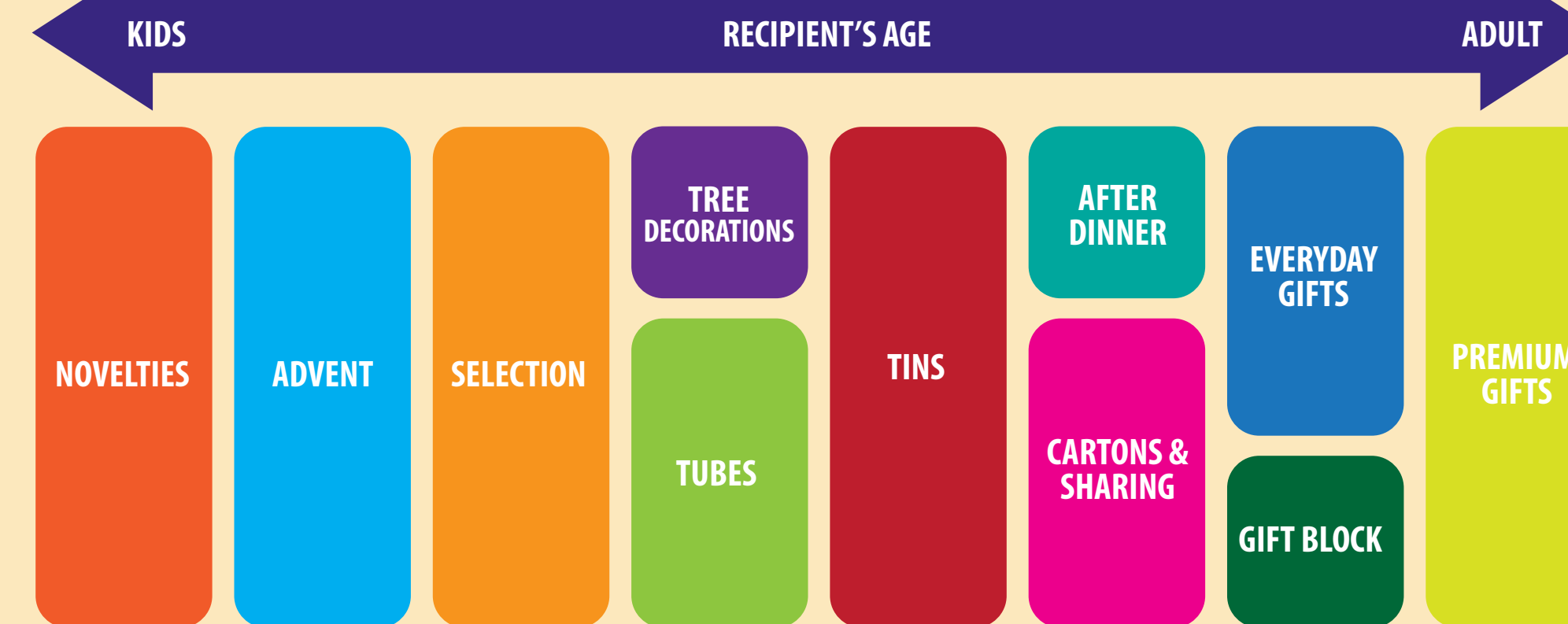
Advent and Tree Decs are uniquely associated with Christmas in shoppers' minds and help create atmosphere and excitement in the build-up to the big day.

Advent comes off shelf in December which creates more space for Selection and/or Novelties with little change required in store.

High footfall drivers – Selection, Cartons and Tins are placed in the centre of the fixture helping to ensure the whole aisle is shopped.

Gifting is signposted to the opposite end of the aisle, with its recognisable packaging again helping shoppers to choose a product to reflect how well they know the recipient – are they 'inner' or 'outer' circle?

GROCERY LARGE STORE - 8 DAYS



SMALL STORE CHRISTMAS BLOCKGRAM

SMALL STORE - 2 BAY

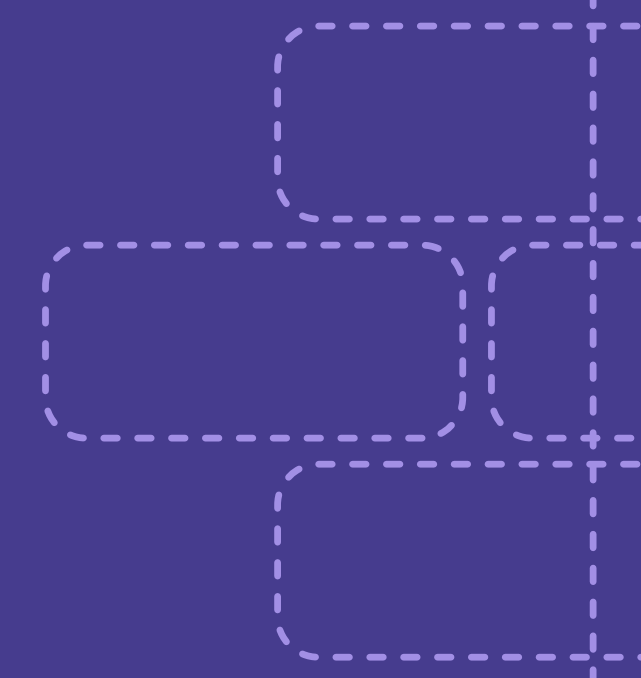
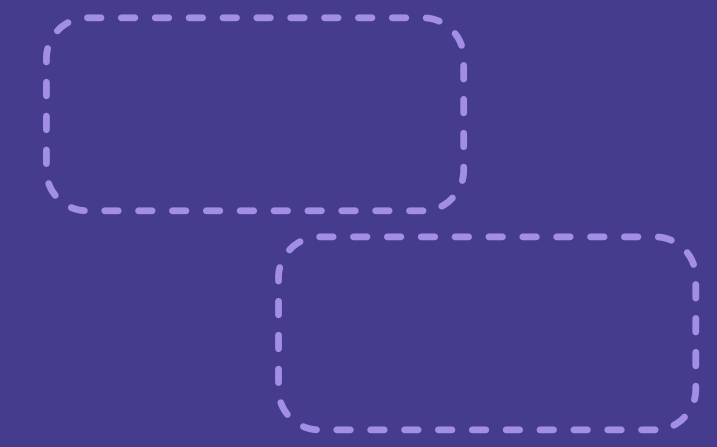


MEDIUM STORE - 4 BAY





TRADITIONAL CHRISTMAS

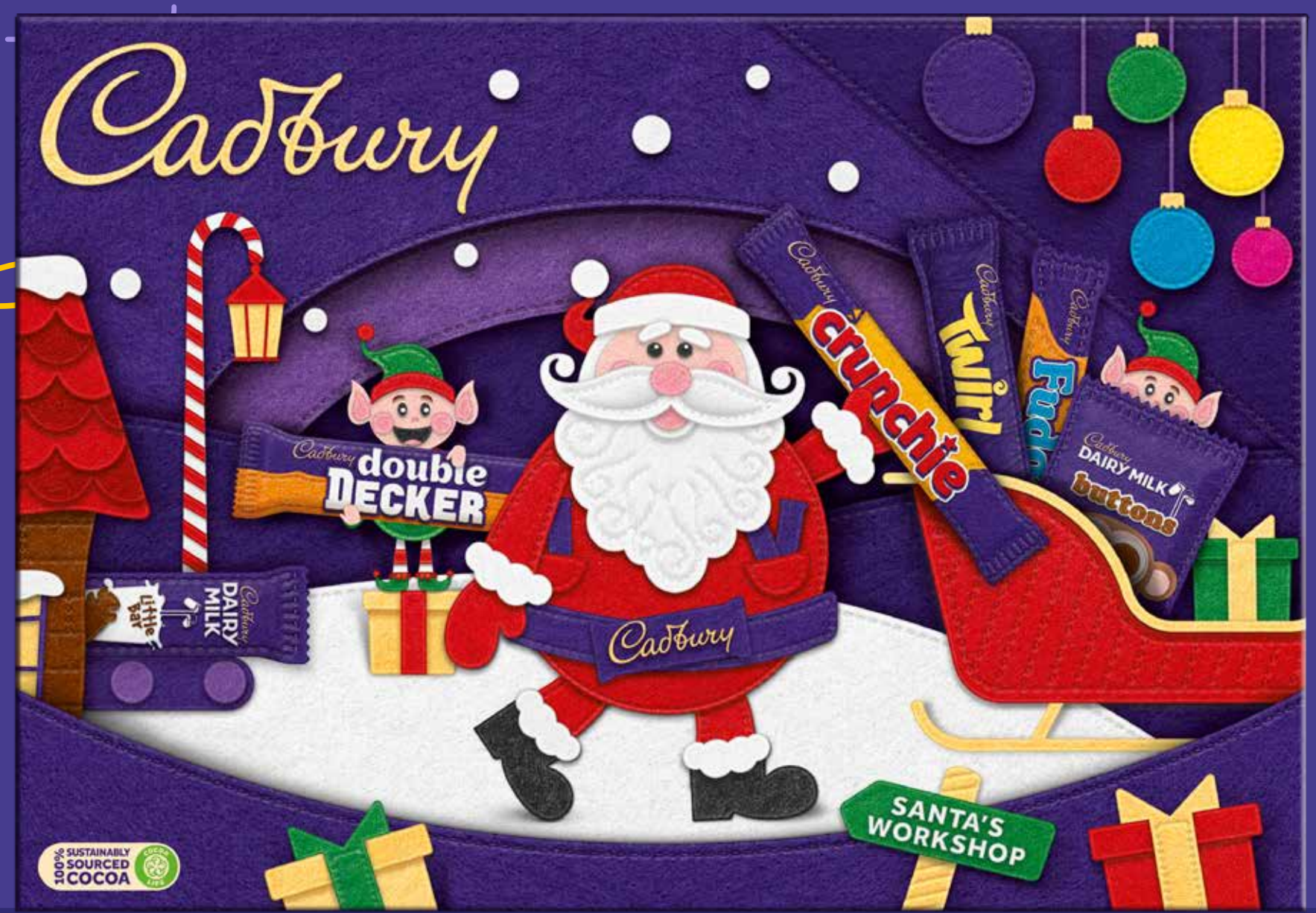




Traditional Christmas SELECTION



CDM medium Santa Selection worth **£14.2m**

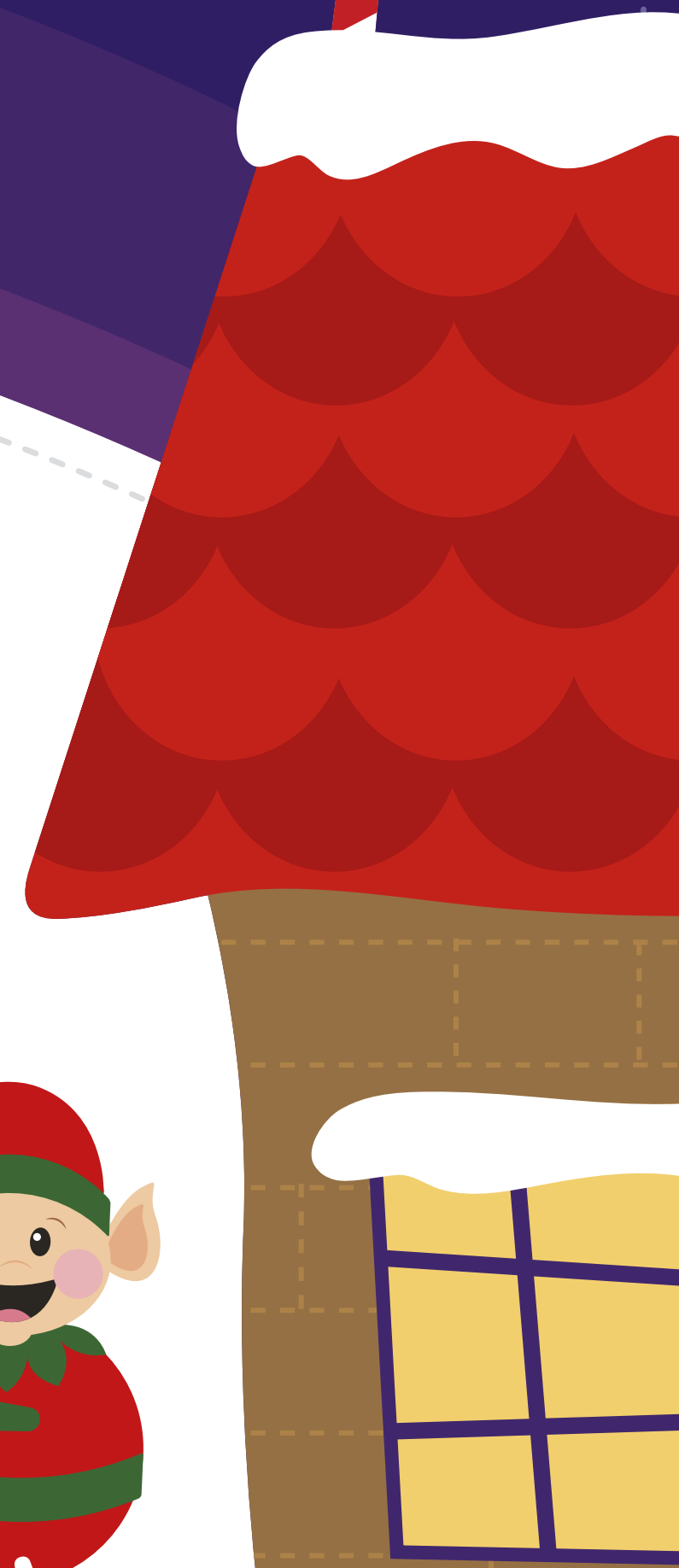


Total Cadbury Selection worth **£33m**

**SANTA'S
WORKSHOP**



Fry's 249g Section Box
8Ca
SKU Code: 4240153





Range for Adults

Toberone 480g Selection Box
Tone 480g Sel Box
7Ca
SKU Code: 4281307



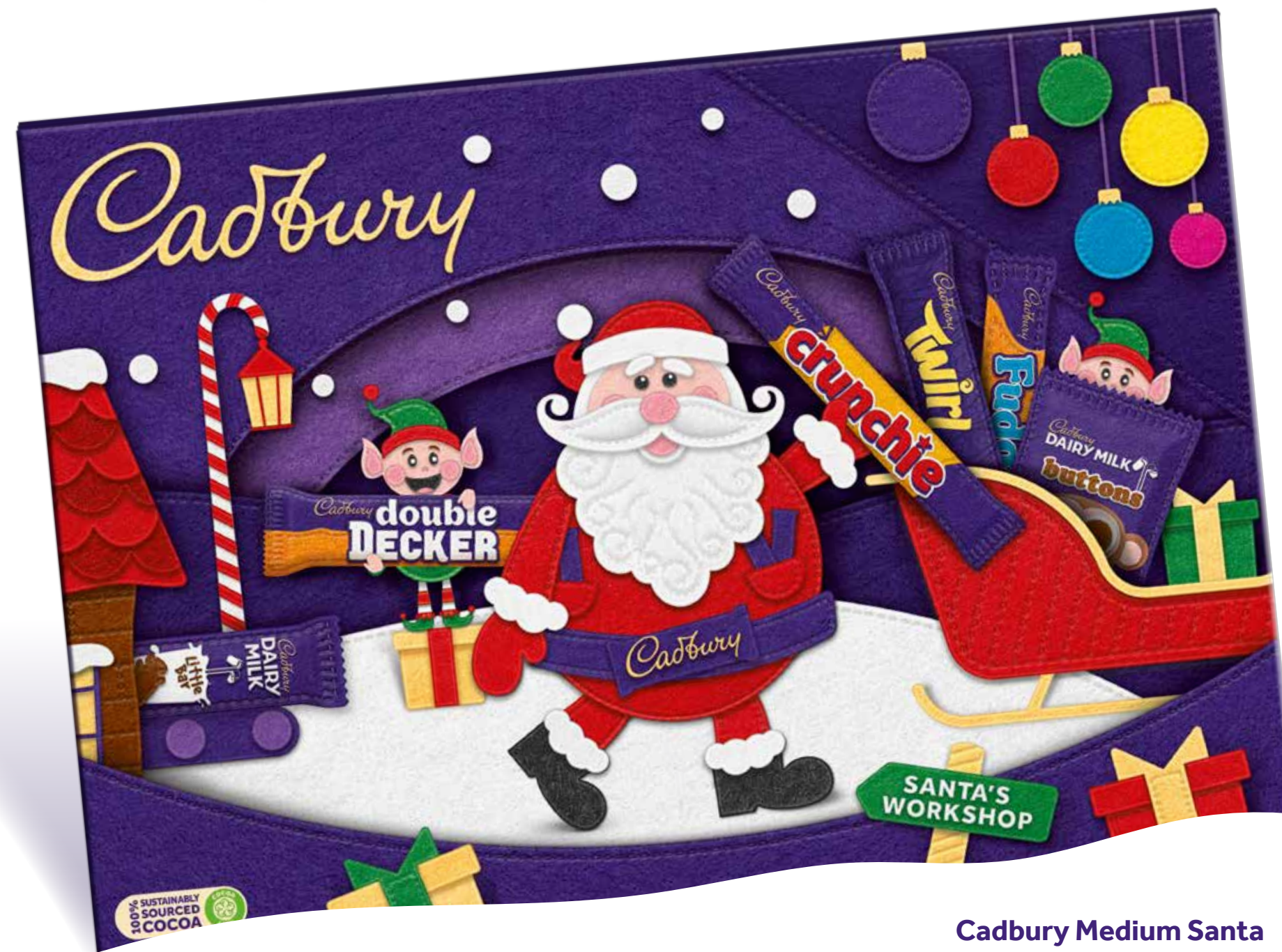
NEW PRODUCT

Cadbury 375g Buttons Box
Cad 375g Buttons box
7Ca
SKU Code: 4302810

Traditional Christmas Novelties - Gifting



Cadbury Small Selection Box 89g
 Cad 89g Small Selection Box
 24Ca
 SKU Code: 4260674



Cadbury Medium Santa Selection Box 145g
 CAD 145g Santa SB
 8Ca
 SKU Code: 4240154

Number 1
 Sku on
 The Market



Traditional Christmas Selection



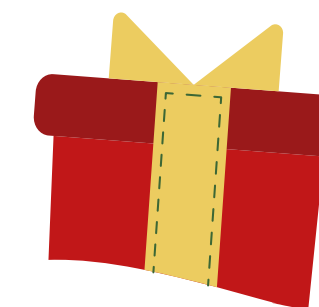
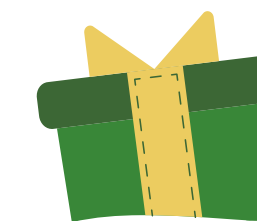
Cadbury Stocking Selection 179g
 Cad 179g Stocking Selection Box
 8Ca
 SKU Code: 4240150

Traditional Christmas Selection



**Cadbury Favourites Selection
Box 370g**
CAD 370g Cross-Cat Selection Box
7Ca
SKU Code: 4276723

NEW PRODUCT



**Traditional Christmas
Selection**



Traditional Christmas ADVENT

Cadbury Heroes Advent Calendar worth **£2.5m**

Cadbury Dairy Milk 90g Advent Calendar is worth: **£8.6m**



NPD
CAD 340G ADULT ADVENT 6CA





CDM Advent Calendar 90g Hod
 CDM 90g Advent Cal Hod Xmas
 72DS
 SKU Code: 682134

**Number 1
 Sku on
 The Market**



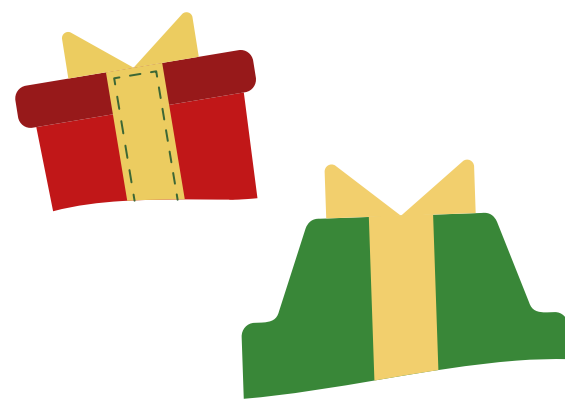
CDM Advent Calendar 90g
 CDM 90g Advent Cal Xmas
 12Ca
 SKU Code: 970636



**Cadbury 308g
 3D Advent Calendar**
 Cad 308g 3D Advent Calendar
 6Ca
 SKU Code: 4258431



NPD
 CAD 340G ADULT
 ADVENT 6CA



**Traditional Christmas
 Advent**

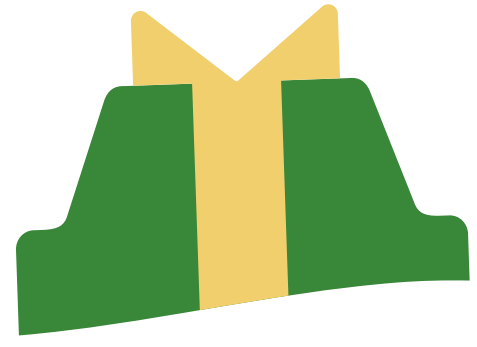
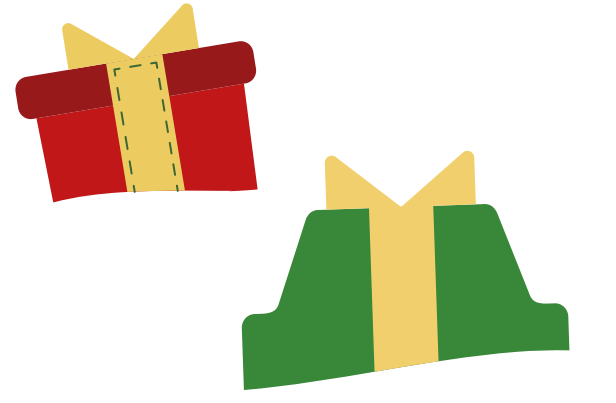
Source: Nielsen value sales inc. discounters
 w.e. 31.12.22



**Cadbury Heroes Advent
Calendar 230g**
Heroes Advent 230g
6Ca
SKU Code: 4240649



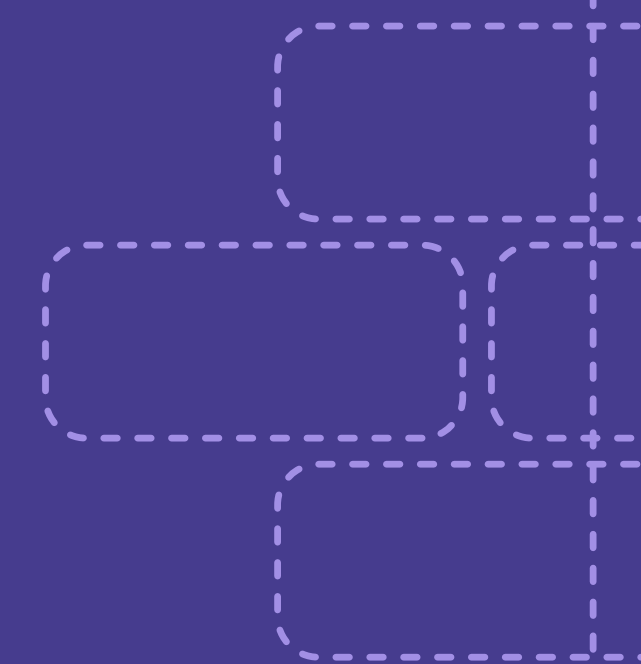
**Cadbury 258g
Mixed Advent Calendar**
Cad 258g Mixed
Advent Cal 6Ca
SKU Code: 4255731

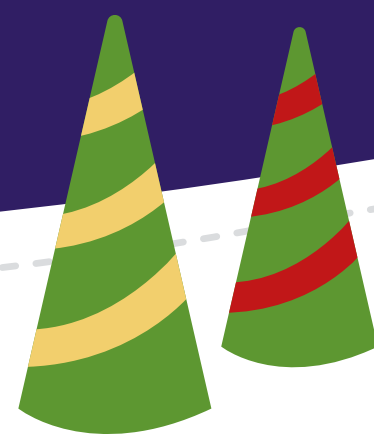


**Traditional Christmas
Advent**



Traditional Christmas TREE DECORATIONS





Cadbury Tree Decorations 108g

Cad 108g Tree Decs

9Ca

SKU Code: 4240653

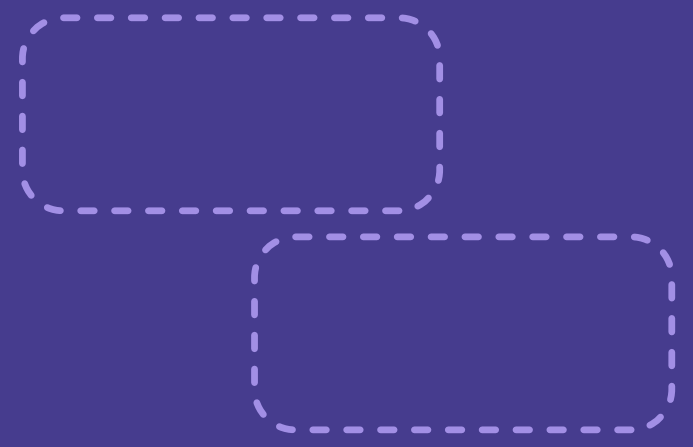
**Cadbury Tree
Decorations Bag 72g**
Cad 72g Tree Decs Bag
6Ca
SKU Code: 4240898

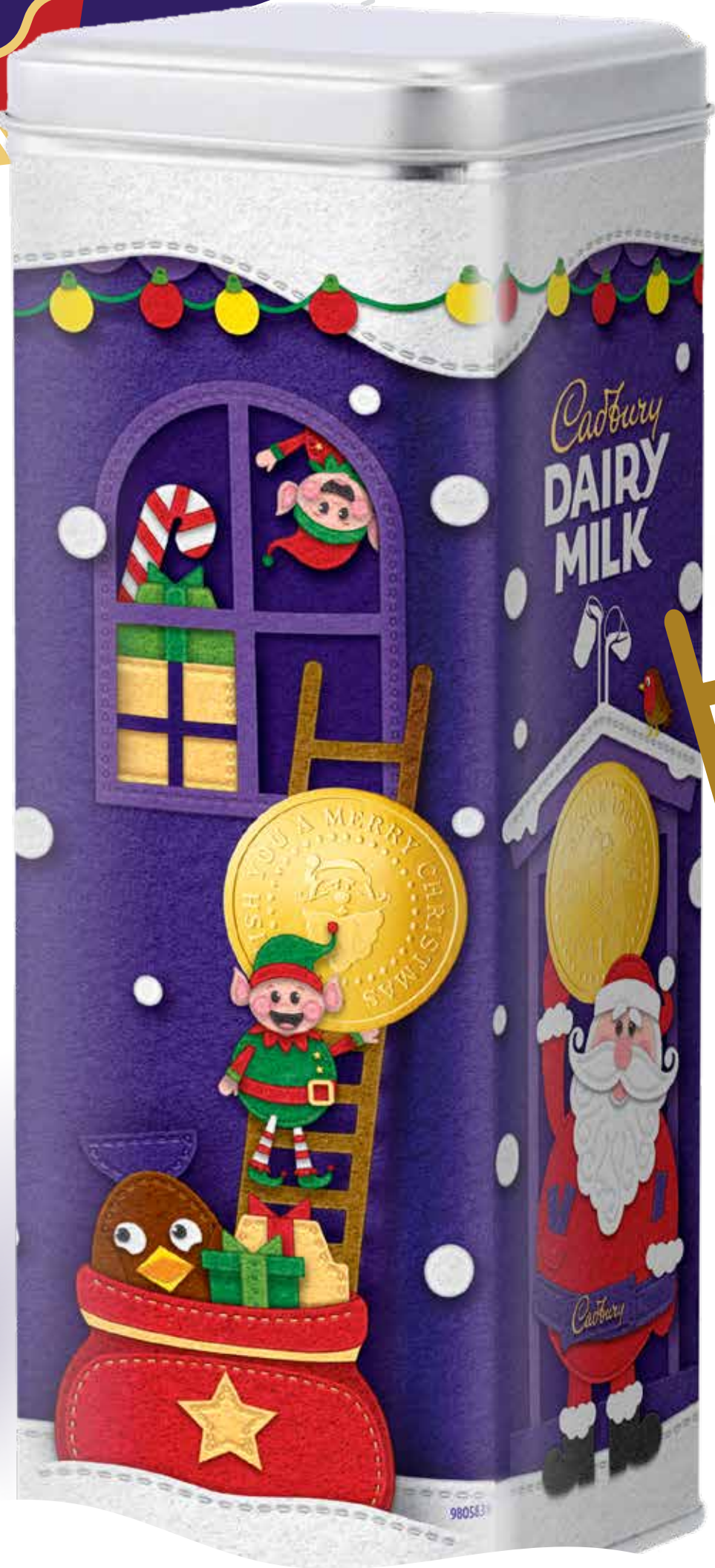
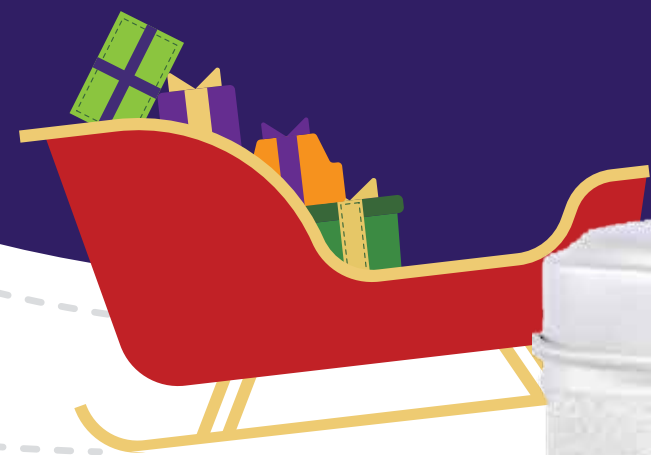


**Traditional Christmas
Tree Decorations**



Traditional Christmas NOVELTIES-GIFTING





NEW PRODUCT



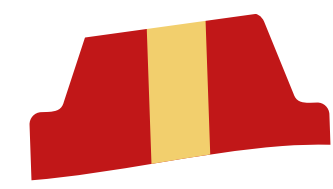
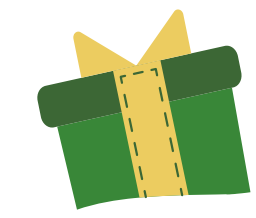
CDM Hollow Santa 50g
CDM 50g Hollow Santa
15Ca
SKU Code: 4275958



CDM Hollow Santa 100g
CDM 100g Hollow Santa
8Ca
SKU Code: 4084104



**Traditional Christmas
Novelties - Gifting**



CDM Buttons Tube 72g
CDM 72g Buttons Tube Xmas
12Ca
SKU Code: 682137

Traditional Christmas
Novelties - Gifting



Cadbury Chocolate House Kit 840g
Cadbury 840g Choco House
3Ca
SKU Code: 4301438



**Traditional Christmas
Novelties - Gifting**



Traditional Christmas NOVELTIES-SELF EAT



Snowballs 80g is worth: **£3.1m**



Puds 5 pack is worth: **£2.5m**



**Cadbury Snowballs
Clipstrip 80g**
Cad 80g Mini
Snowballs Clipstrip
24Ca
SKU Code: 4249617

**ALL NEW
DESIGNS**



**NEW CARDBOARD
CLIPSTRIPS**



Cadbury Snowballs 80g
Cad 80g Mini Snowballs
24Ca
SKU Code: 4249597

**Biggest NPD in 2022
worth
£4.9m**

**Worth
£2.9m
in 2022**



Cadbury Mini SnowBalls Tablet 110g
20Ca
SKU Code: 4241261

**Traditional Christmas
Novelties - Self Eat**



CDM Little Robins 77g
 CDM 77g Robins
 16Ca
 SKU Code: 4268960

CDM Daim Little Robins 77g
 CDM 77g Daim Robins
 16Ca
 SKU Cod: 4268931



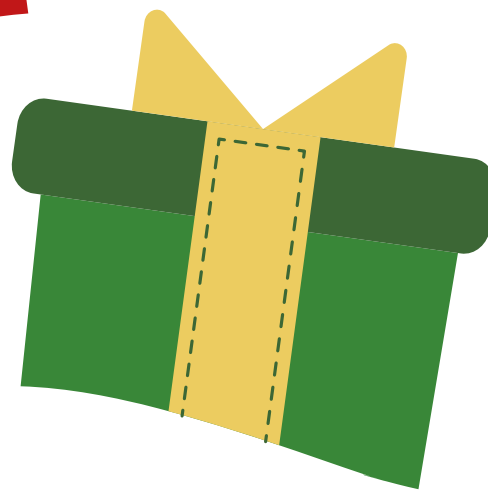
Traditional Christmas
Novelties - Self Eat



Worth 2.3m



CDM Puds 35g
CDM 35g Puds
48Ca
SKU Code: 4240236



Traditional Christmas
Novelties - Self Eat

Source: Nielsen value sales inc. discounters
w.e. 31.12.22



CDM Choc Mousse Snowman 30g
CDM 30g Choc Mousse Snowman
33Ca
SKU Code: 676784



Cadbury Puds 5 Pack 175g
CAD 175g Puds 5pk 12ca
SKU Code: 4277977



Traditional Christmas
Novelties - Self Eat

Worth 2.1m

CDM Winter Edition 100g
CDM 100g Winter Wonderland
20Ca
SKU Code: 130853



CDM Orange Crisp 360g
CDM 360g Orange Crisp
SKU Code: 4277720



**Traditional Christmas
Novelties - Self Eat**



GIVING & SHARING

Our gifting and sharing range is worth **£180m**

Cadbury Heroes Tub is the biggest Gifting & Sharing SKU for Mondelez





Giving & Sharing CADBURY



Cadbury Dairy Milk 360g bar is worth £8.1m





CDM 720G CHUNKS TIN 1CA
SKU Code: 4303843



**Cadbury Dairy Milk
Mixed Chunks Tin 380g**
6Ca
SKU Code: 4303844



**Giving & Sharing
Cadbury**

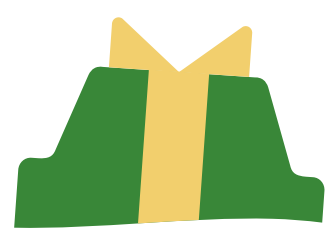
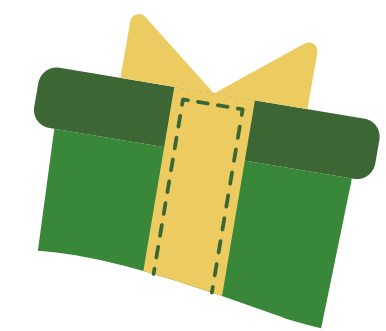
Cadbury
DELICIOUS
**CHUNK
COLLECTION**

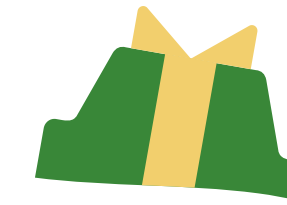
INDIVIDUALLY WRAPPED CHUNKS OF
WHITE, DAIRY MILK AND
DAIRY MILK WHOLENUT



Cadbury Mixed Chunk Collection 243g
CAD 243g Mixed Chunks Carton
5Ca
SKU Code: 4278170

Giving & Sharing
Cadbury





Cadbury Dairy Milk 850g Bar
CDM 850g Bar
8Ca
SKU Code: 4019839



Cadbury Dairy Milk 360g Bar
CDM 360g Bar
14Ca
SKU Code: 4256974

**Giving & Sharing
Cadbury**



Giving & Sharing MILK TRAY



Cadbury Milk Tray 360g worth **£11.2m**

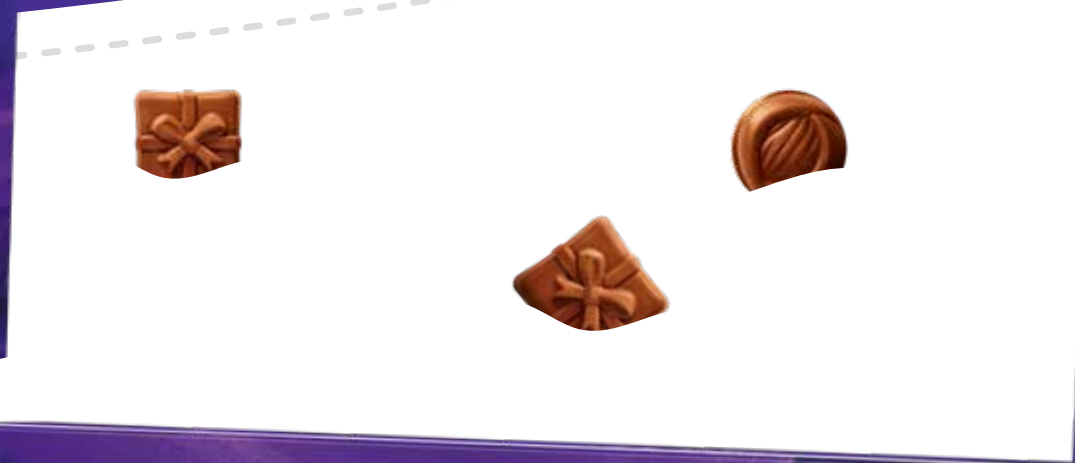


Cadbury Milk Tray 180g worth **£1m**





Cadbury Milk Tray 78g
 CAD 78g Milk Tray
 16Ca
 SKU Code:4268959



Cadbury Milk Tray 360g
 CAD 360g Milk Tray
 6Ca
 SKU Code: 4268964



Cadbury Milk Tray 180g
 CAD 180g Milk Tray
 8Ca
 SKU Code: 4268961



Cadbury Milk Tray 530g
 CAD 530g Milk Tray
 4Ca
 SKU Code: 4268962

Giving & Sharing Milk Tray



Giving & Sharing HEROES



Heroes Pouch
worth
£7m



Heroes 290g
Carton worth
£5.4m





Cadbury Heroes Game Tin 750g
CAD 750g Heroes Game Tin
1Ca
SKU Code: 4305957



Giving & Sharing
Heroes



No. 1 SKU on the market. Worth 45.6m

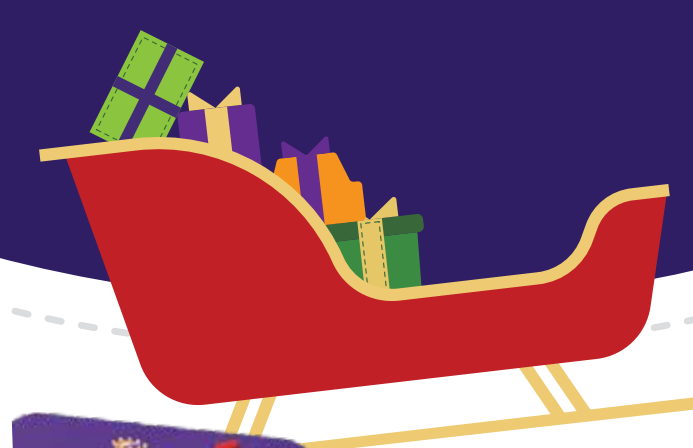
Cadbury Heroes Pouch 300g
Cad 300g Heroes Pouch
8Ca
SKU Code:4306015

Cadbury Heroes Tub 550g
CAD 550g Heroes Tub
1Ca
SKU Code: 4303662



Giving & Sharing Heroes

Source: Nielsen value sales inc. discounters
w.e. 31.12.22



**NEW DESIGN
COMING SOON**

**NEW DESIGN
COMING SOON**



**Cadbury Heroes
Carton 290g HOD**
CAD 290g Ctn Heroes
48D
SKU Code: 4086687



Cadbury Heroes Carton 290g
CAD 290g Heroes
6Ca
SKU Code: 4071733



Cadbury Heroes Carton 185g
CAD 185g Ctn Heroes
9Ca
SKU Code: 4073050



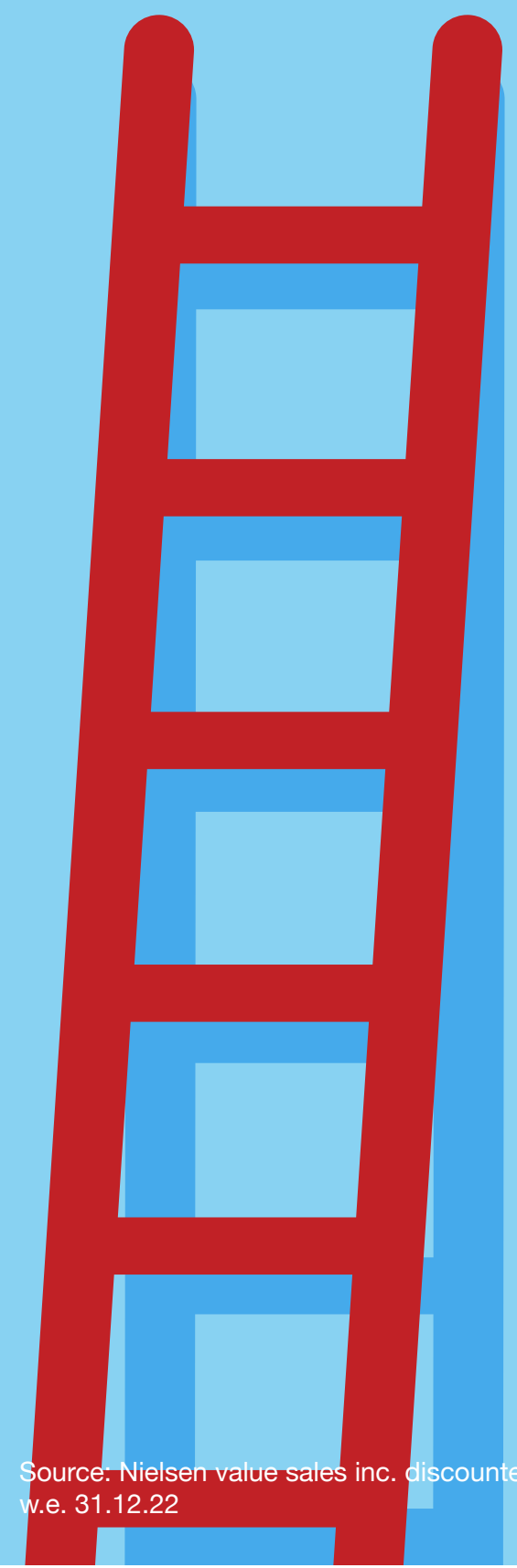
CAD 385g Heroes
CAD 385g Heroes
5Ca
SKU Code: 4247480



**Giving & Sharing
Heroes**



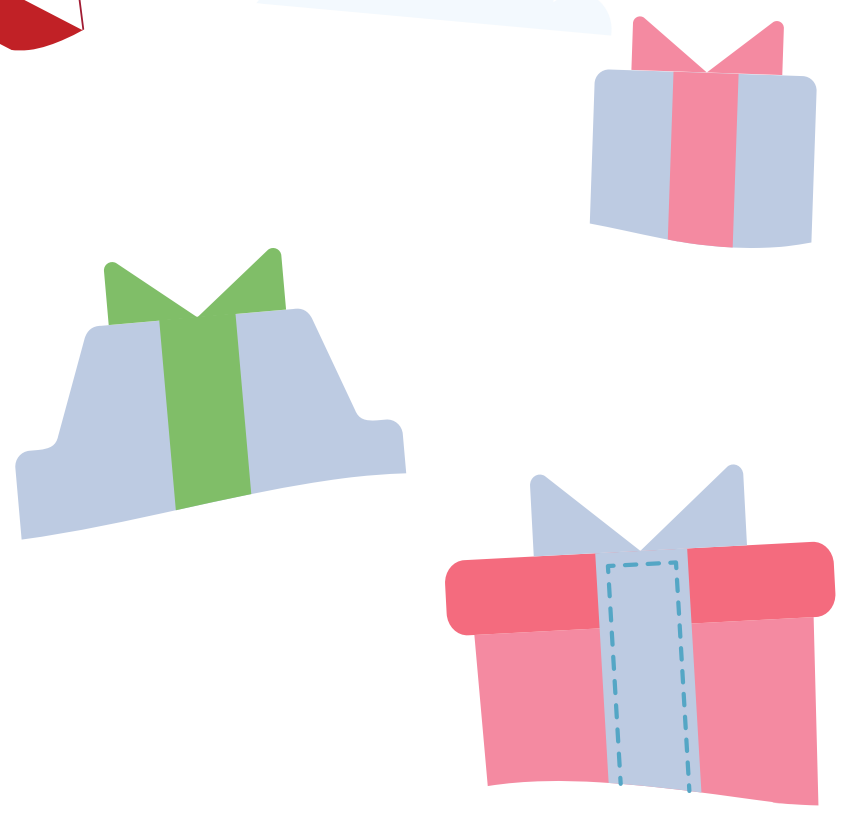
Giving & Sharing ROSES



Roses Tub worth
£25.4m



**NEW DESIGN
COMING SOON**



Cadbury Roses Tin 900g
Cadbury Roses Tin 900g
1C
SKU Code: 4072759

**Giving & Sharing
Roses**



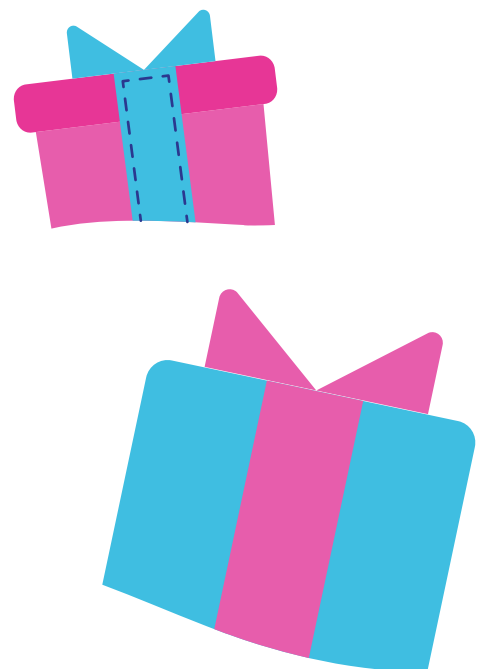
Cadbury Roses Tub 550g
 CAD 550g Roses Tub
 1Ca
 SKU Code: 4303663



Cadbury Roses Pouch 300g
 CAD 300g Roses Pouch
 8Ca
 SKU Code: 4306014



**Giving & Sharing
 Roses**





**NEW DESIGN
COMING SOON**



**Cadbury Roses Carton
290g HOD**
Cad 290g Roses Ctn
48DS
SKU Code: 4086686



Cadbury Roses Carton 186g
CAD 186g Roses Ctn
9Ca
SKU Code: 4072751



Cadbury Roses Carton 290g
CAD 290g Roses Ctn
6Ca
SKU Code: 4072760



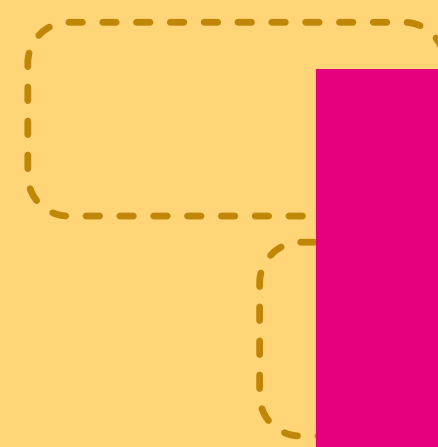
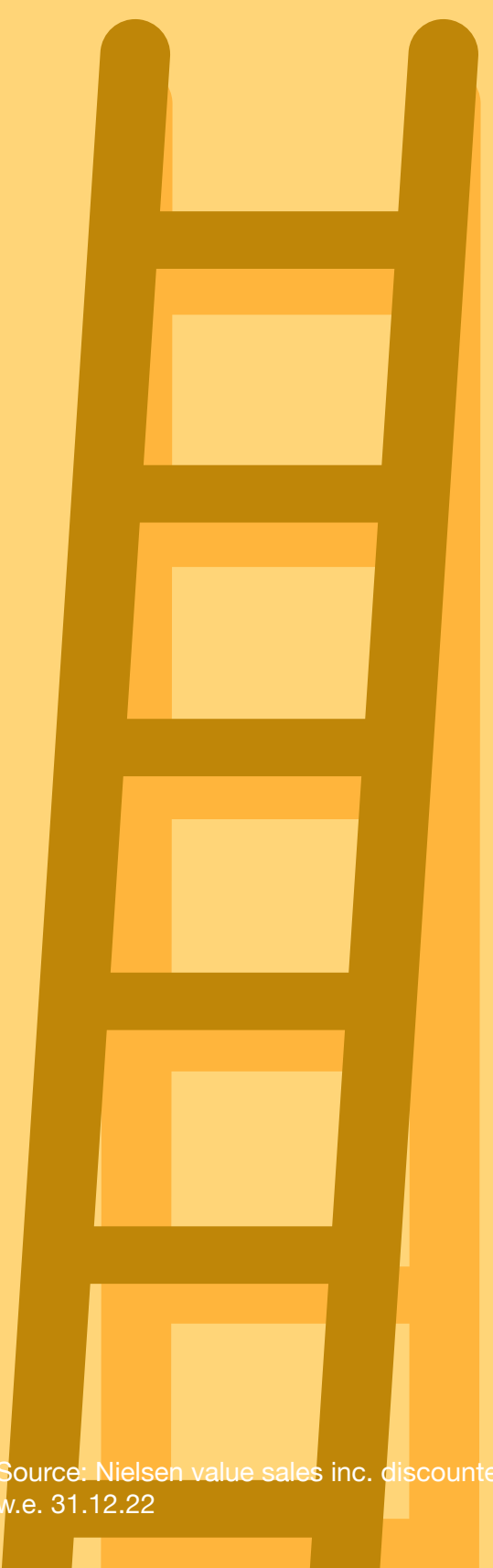
Cadbury Roses Carton 275g
CAD 275g Roses
8Ca
SKU Code: 4072763



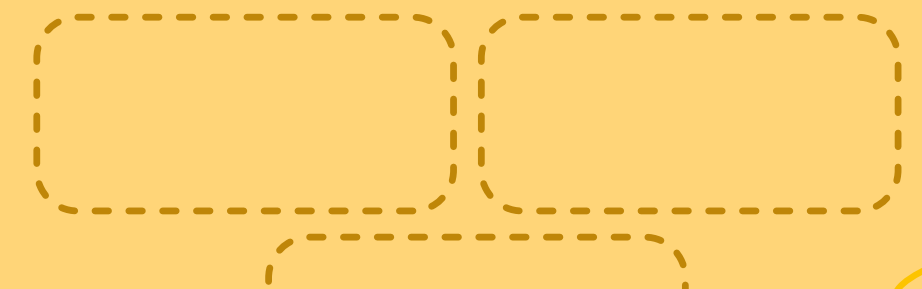
**Giving & Sharing
Roses**



Giving & Sharing TOBLERONE



NPD
TOBLERONE
TRUFFLES 180G



Toblerone gift
block is worth
£25.6m





Toblerone Orange Twist 360g
Tone 360g Orange Twist 10Ca
SKU Code: 4261978



Toblerone Fruit And Nut 360g
Tone 360g Tbl Fruit & Nut
10Ca
SKU Code: 4019772



Toblerone Crunchy Almond 360g
Tone 360g Tbl Crchy Alms
10Ca
Sku Code: 4020179



**Toblerone Milk
360g is worth
£10.5m**

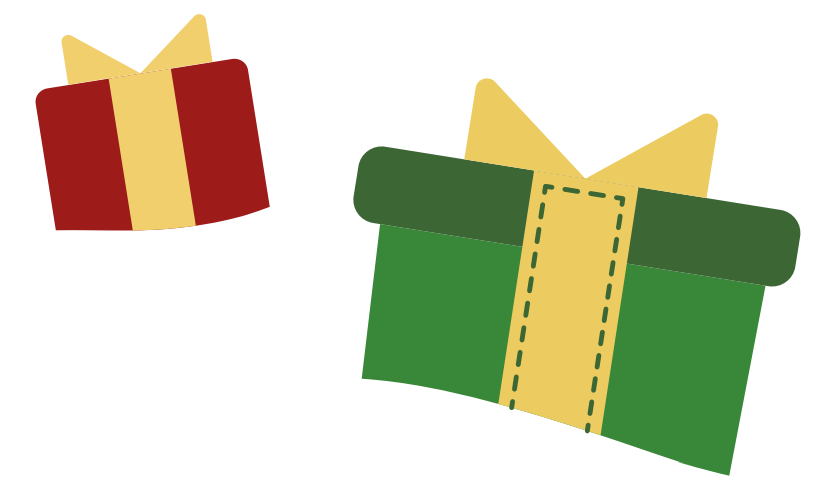


Toblerone White 360g
Tone 360g Tbl White
10Ca
SKU Code: 4019776




Toblerone Milk 360g
Tone 360g Tbl Milk
10Ca
SKU Code: 4019774

**Toblerone Milk
Block worth £10.5m**



**Giving & Sharing
Toblerone**

Source: Nielsen value sales inc. discounters
w.e. 31.12.22



Total Toblerone
grew
£3.3m
In 2022

and is now
worth
£18.1m
in winter



Toblerone Xmas Sleeve 360g
TONE 360g Xmas Slv
20Ca
SKU Code: 4019784



Toblerone Bundle Bar 500g
Toblerone 500g Bundle Bar
6Ca
SKU Code: 4063006

**NEW DESIGNS
COMING SOON**



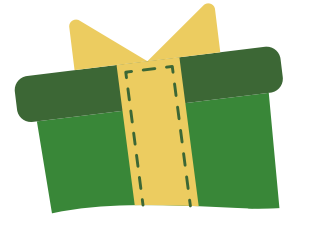
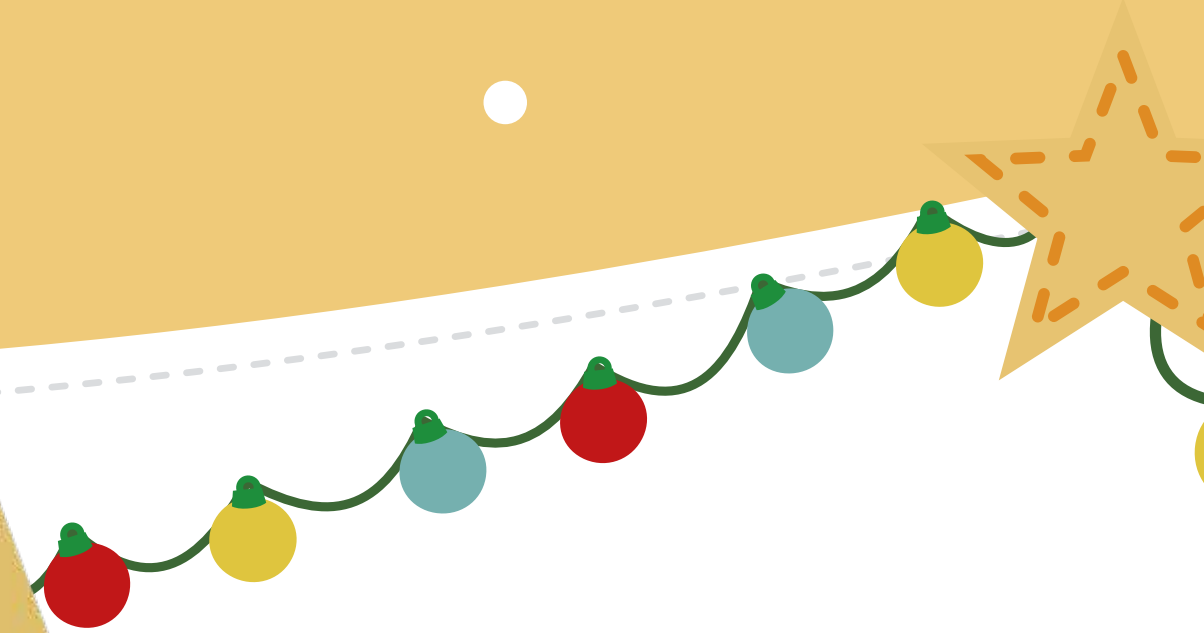
Toblerone Milk 750g
TONE 750g Tbl Milk
5C
SKU Code: 4063118

**Giving & Sharing
Toblerone**



NPD

**TOBLERONE
TRUFFLES 180G**



Toblerone Milk 4.5kg
Tone 4.5 kg Milk 1C
SKU Code: 35776



Toblerone Milk 200g
Toby 200g Tbl Milk 10C
SKU Code: 53578



Toblerone Milk 600g
Toby 600g Milk 600g 6C
SKU Code: 069384

**Giving & Sharing
Toblerone**

**NEW
DESIGNS**



Toblerone Tiny Mix 280g
Tone 280g Tiny Mix 8ca
SKU Code: 4306017



Toblerone Milk 100g
Tone 100g Tbl Milk
20Ca
SKU Code: 21001

**Giving & Sharing
Toblerone**





Giving & Sharing

GREEN & BLACK'S

ORGANIC

G&B's
Organic Tasting
Collection worth
£4.5m





G&B Classic Miniatures 180g
GRBL 180g Classic Collection
12Ca
SKU Code: 666695

New Designs
Coming Soon

worth
£3.2m

Giving & Sharing
Green & Blacks



worth
£4.5m

G&B Taste Collection 395g
GRBL 395g Taste Collection
6C
SKU Code: 4047309

Giving & Sharing
Green & Blacks

Source: Nielsen value sales inc. discounters
w.e. 31.12.22



GUM & CANDY





Gum & Candy CARTONS



Top 3
carton SKUs are
Mondelēz





Maynards Bassetts Sports Mix Carton 350g
Mbass Sports Mix Carton 6x350g
6Ca
SKU Code: 4303197



Maynards Bassetts Wine Gums Carton 350g
Mbass Wine Gums Carton
6x350g
6Ca
SKU Code: 4303200



Maynards Bassetts Jelly Babies Carton 350g
Mbass Jbaby Carton 6x350g
6Ca
SKU Code: 4303198



Maynards Bassetts Liquorice Allsorts Carton 350g
Mbass Allsorts Carton 6x350g
6Ca
SKU Code: 4303199



Cadbury Eclairs Carton 350g
Cad 350g Eclairs
6C
SKU Code: 4303192



Sour Patch Kids Carton 350g
AC22 SPK 350g AYR Carton 6Ca
SKU Code: 4241330

Gum and Candy Cartons



Gum & Candy BAGS





**Maynards Bassetts
Jelly Snowmen 130g**
MBASS 130g Jelly Snowmen
10C
SKU Code: 4304643



**Maynards Bassetts
Frosted Wine Gums 130g**
MBASS 165g Frosted Wine Gums
10Ca
SKU Code: 4304654



Gum and Candy **Bags**



BISCUITS



Mondelēz seasonal biscuits worth £17.1m
Growing 4.3% year on year



Biscuits CADBURY

Total Cadbury Biscuits Seasonal is worth £4.6m growing 8% year on year

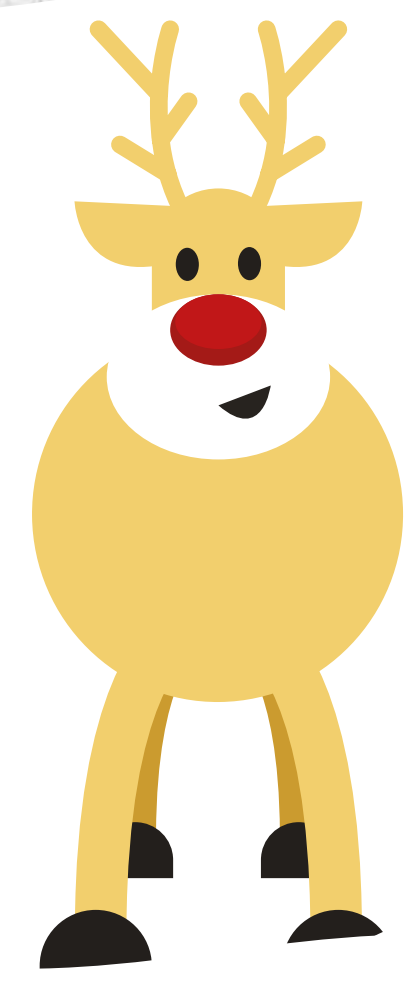
Cadbury Snowy Fingers has grown 23.2% year on year



**Cadbury Snowy
Fingers 115g**
Cad 115g Fingers Snowy
20Ca
SKU Code: 4041121



**Cadbury Animal
Festive Edition 150g**
Cad 150g Animal
Festive Edition
12Ca
SKU Code: 4248894



**Biscuits
Cadbury**

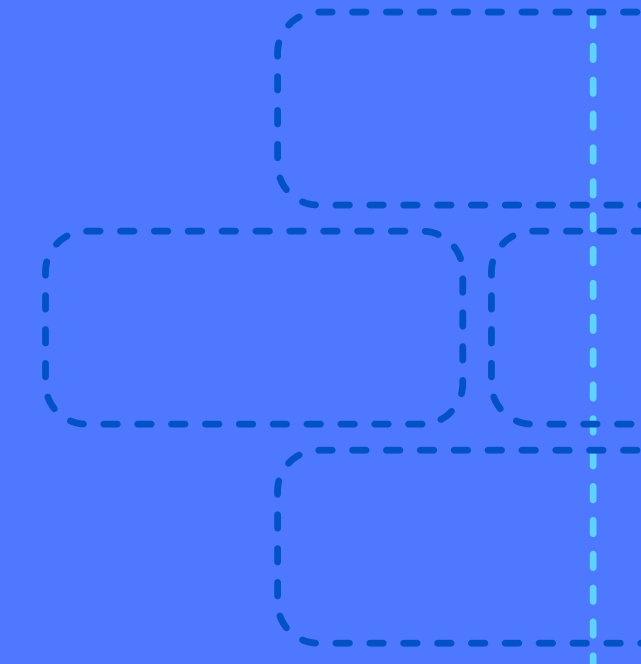
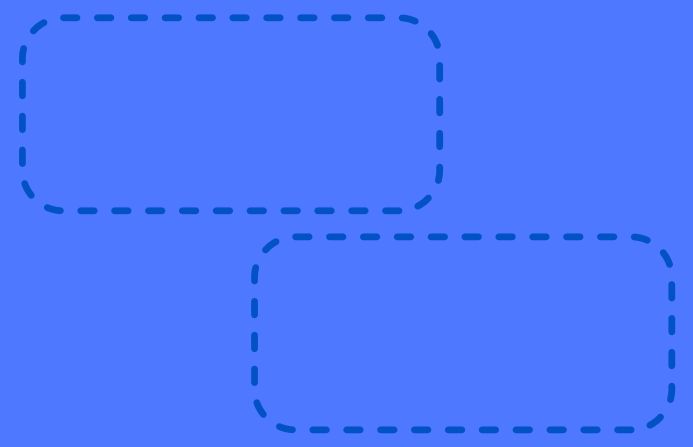
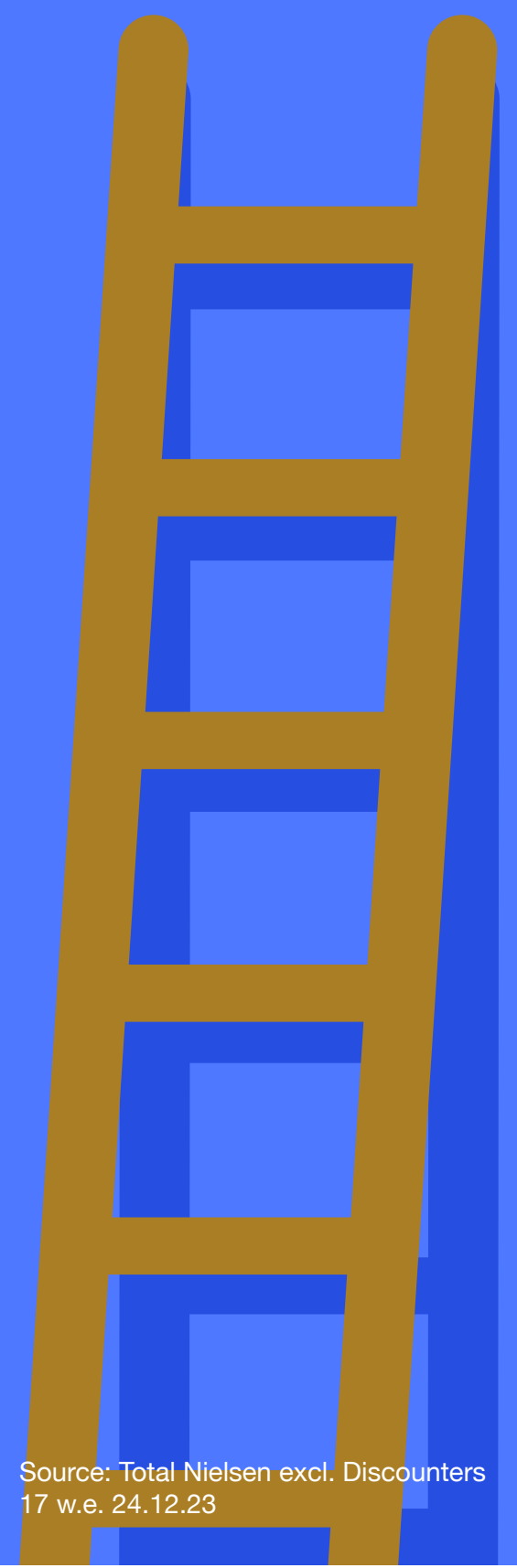


Cadbury Fingers Selection 342g
 Cad Fin Fst Sel 342g
 10Ca
 SKU Code: 4269784

Biscuits
Cadbury



Biscuits OREO

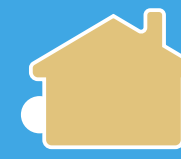


Total Oreo Seasonal worth **£3.1m**



Oreo Enrobed worth **£1.9m**





Oreo Yard Stick 440g
 Oreo 440g Yard
 35Ca
 SKU Code: 4086476



Oreo White Choco 246g
 Oreo 246g White Choc
 10Ca
 SKU Code: 4082105

Biscuits
Oreo



Biscuits RITZ



Total Ritz Crackers worth £9.5m growing 29% year on year

ORIGINAL CRACKER

CHEESE FLAVOUR

NEW RECIPE 50% LESS SATURATED FAT

70% LESS SATURATED FAT**

SIMPLY BAKED IN SUNFLOWER OIL

BeTreatwise.net

Per 30g: 608 kJ / 145 kcal / 7.5%
Per 100g: 2028 kJ / 484 kcal

Each 25g serving contains (Approx. 7 crackers):
Energy 517 kJ / 123 kcal
Fat 6.1g
Saturates 1.1g
Sugars 0.8g
Salt 1%
Fibre 0.35g
% reference intake of an average adult (8400 kJ / 2000 kcal)



Ritz Cheese 180g
Ritz 180g Cheese
8Ca
SKU Code: 4058482



Ritz Original Crackers 180g
Ritz 180g Original
8Ca
SKU Code: 4058480



Ritz Original Crackers 150g
150g Cracker Original Ritz
12Ca
SKU Code: 4275453



Ritz Original Crackers £1.39 180g
Ritz 180g Original 1.39 Pound
8Ca
SKU Code: 4275447



Biscuits
Ritz

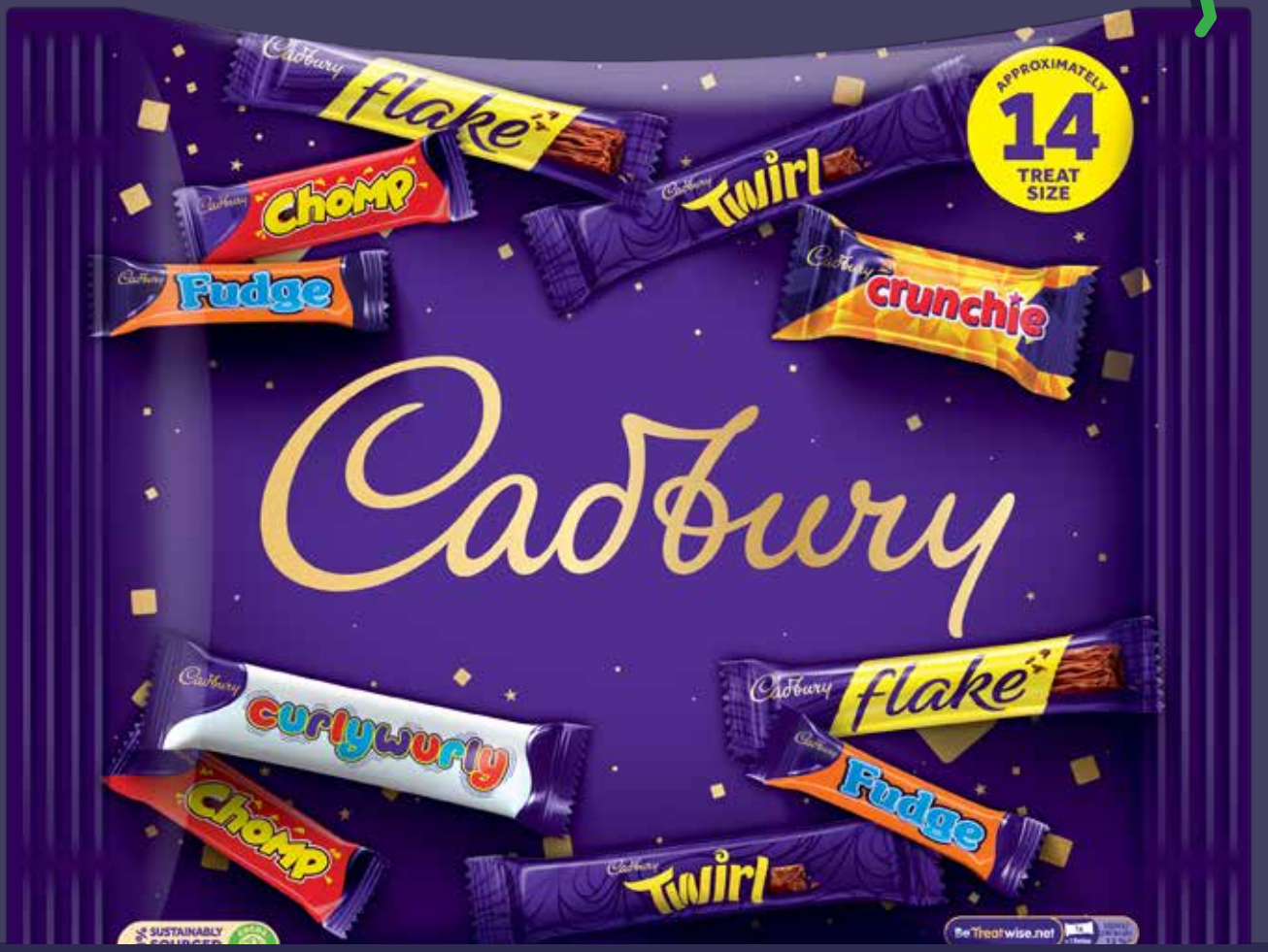


HALLOWEEN





TRADITIONAL HALLOWEEN





Spooky Oreo Halloween Roll Pack 154g
OREO 154g Vanilla 16CA Hallow
16Ca
SKU Code: 4254698

**New designs
coming soon**



Cadbury Fingers Skeleton Pack 114g
CAD 114g FINSKELETON
20Ca
SKU Code: 4275904

**Treat Size
HALLOWEEN**



Cadbury Mini Goo Heads 78g
 CAD 78g Mini Gooheads
 13Ca
 SKU Code 4299401



Cadbury Goo heads Crème Egg 5pk
 200g
 CAD Goo Heads Crème Egg 5pk
 28Ca
 SKU Code 4240418

Treat Size
HALLOWEEN



Traditional Halloween TREATSIZE



Number 1
Sku of the
Season



Worth £2.65m



Cadbury Family
Treatsize 216g
CAD 216g Family Tsize
14Ca
SKU Code: 4241367



Cadbury Dairy Milk
Freddo Treatsize 191g
CDM 191g Freddo Tsize
16Ca
SKU Code: 4254641

Treat Size
HALLOWEEN



**Cadbury Dairy Milk
Treatsize Buttons 170g**
 CAD 170g Tsize Buttons
 12Ca
 SKU Code: 131271



**Cadbury Fudge
Treatsize 202g**
 CAD 202g Fudge Tsize
 14Ca
 SKU Code: 913421

**Treat Size
HALLOWEEN**



Mondelēz
International

