



Cadbury Dairy Milk takes Fairtrade further into mainstream

- New Fairtrade Cadbury Dairy Milk bars roll off the production line for the first time. Due in shops within days.
- August also sees the launch of a new Cadbury Dairy Milk format into the market, 'Bar and A Half'. The milk chocolate bar is Fairtrade certified, and the 79.5g size is great to share or enjoy over a longer period of time. This new format adds more diversity to the already extensive Cadbury Dairy Milk range available in Ireland.
- Cadbury Dairy Milk adds €13m retail sales to Fairtrade's existing Irish market
- Consumers gain access to Fairtrade chocolate from nearly 4,000 outlets across Ireland, from supermarkets to independent retailers, convenience stores and garage forecourts
- New generation of Fairtrade consumers created from fans of Cadbury Dairy Milk, Ireland's most popular chocolate bar
- Cadbury commitment across the UK and Ireland triples volumes of Fairtrade cocoa from Ghana, opening up new opportunities for thousands of growers

Cadbury Dairy Milk launched its new Fairtrade-certified chocolate bars this month, becoming the first mass market chocolate to gain certification from Fairtrade Mark Ireland. The independent FAIRTRADE Mark appears prominently on the new packaging, along with the new product format being launched, and will bring the logo into homes all across Ireland for the first time.

The announcement demonstrates the ongoing commitment by both Cadbury and Fairtrade Mark Ireland to secure the economic, social and environmental sustainability of cocoa farming communities in Ghana. It builds upon the work of the groundbreaking Cadbury Cocoa Partnership (CCP), which was launched in 2008.

Cadbury has committed to offering the new Fairtrade bars at no extra cost to consumers, and with no change to the taste. 'For the first time ever in Ireland, pretty well every grocery shop in the country is now going to have at least one Fairtrade product which is brilliant. 64% of Irish adults¹ now recognise the FAIRTRADE Mark and this move by Cadbury Dairy Milk will make it much easier for Irish people to support Fairtrade.' said **Peter Gaynor, Executive Director, Fairtrade Mark Ireland**

Brian O'Sullivan, Commercial Director of Cadbury Ireland says, "This is a terrific day for Cadbury and Fairtrade, as for the first time ever, a mass-market chocolate product in Ireland will display the FAIRTRADE Mark. Seeing the first bars come off our line in Coolock, I am filled with immense pride in this move and look forward to the strengthening of our relationship with Fairtrade over the coming years. I am delighted that Irish fans of Cadbury Dairy Milk will be able to enjoy the same delicious tasting chocolate at no extra cost in the knowledge that it is certified Fairtrade."

Peter Gaynor, Executive Director, Fairtrade Mark Ireland says, 'This means that many more people in Ireland will be able to help to improve the circumstances of small scale cocoa farmers and their families in Ghana and we very much welcome it.'

In a matter of months, Cadbury has moved from announcing its plans for Fairtrade certification, to manufacturing Fairtrade chocolate. Realising this commitment will accelerate Fairtrade into the mainstream, whilst tripling the amount of cocoa sold under Fairtrade terms in Ghana from approximately 5,000 to 15,000 tonnes.

¹ IMS/Millward Brown, April 2009

Cadbury Dairy Milk Fairtrade is part of Cadbury's broader commitment to develop a sustainable business strategy to empower farmers to invest in their land and their communities. Through the Cadbury Cocoa Partnership (CCP), Cadbury internationally is investing EUR52 million over the next ten years to secure sustainable cocoa farming in Ghana, India, Indonesia and the Caribbean where the cocoa farming industry is facing increasing challenges. So far, the CCP's partnership model with charities and NGOs on the ground in Ghana has achieved the following:

- A Ghana board has been set up with power to make CCP decisions there and includes partners at grass roots level who know and understand their communities needs
- Through grass roots partnerships with Care, VSO and World Vision, the Cadbury Cocoa Partnership is now active in 100 Ghanaian communities
- Last year alone, Cadbury built a well a day in Ghanaian communities – 365 wells which help families and children spend time on education and health programmes instead of digging for water

The new packaging for the Fairtrade Cadbury Dairy Milk bars will also contain the London 2012 Olympics logo, to reflect Cadbury's sponsorship of the Games.

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Notes to Editors

About Fairtrade Mark Ireland:

1. The FAIRTRADE Mark is a certification mark and a registered trademark of Fairtrade Labelling Organisations International (FLO) of which Fairtrade Mark Ireland is the Irish member.
2. Fairtrade Mark Ireland is a Third World charity and an independent certification body which licenses the use of the FAIRTRADE Mark on products which meet international Fairtrade standards. This independent consumer label is now recognised by 64% of Irish consumers and appears on products as a guarantee that disadvantaged producers are getting a better deal.
3. In Ireland last year Fairtrade sales reached an estimated retail value of EUR30.5 million, a 33% increase on 2007.
4. The current value of Fairtrade chocolate sales in Ireland is EUR1.3 million, this move will add at least EUR13 million in sales
5. The current value of Fairtrade coffee sales in Ireland is EUR14.6 million

About Cadbury plc:

Cadbury plc is a leading global confectionery company with an outstanding portfolio of chocolate, gum and candy brands. It has number one or number two positions in over 20 of the world's 50 largest confectionery markets. Cadbury also has the largest and most broadly spread emerging markets business of any confectionery company. With origins stretching back nearly 200 years, Cadbury's brands include many global, regional and local favourites including Cadbury, Creme Egg, Flake and Green & Black's in chocolate; Trident, Clorets, Dentyne, Hollywood, Bubbalo and Stimorol in gum; and Halls, Cadbury Eclairs and The Natural Confectionery Company in candy. For more information visit www.cadbury.com.

About the Cadbury Cocoa Partnership

In January 2008, the Cadbury Cocoa Partnership was established together with the United National Development Programme, local governments, farmers and communities. This ground-breaking partnership aims to secure the economic, social and environmental sustainability of around a million cocoa farmers and their communities in Ghana, India, Indonesia and the Caribbean. Over ten years EUR52 million will be invested through the partnership, EUR35 million of which is allocated to Ghana, to improve farmer incomes, develop communities and build partnerships.