



MARKET

Cadbury operates in the global confectionery market. The market is large, growing and has attractive dynamics. The global confectionery market is the world's fourth largest packaged food market with a value at retail of US\$141 billion and a growth rate of 5% annually. Chocolate is the largest category, accounting for over half of the global confectionery market by value. With over 90% market penetration, chocolate can honestly be considered as Egypt's favorite snack.

Cadbury is a leading global confectionery company with an outstanding portfolio of chocolate, gum and candy brands. They create brands people love - brands such as Cadbury Dairy Milk, Chiclets, Clorets, Trident and Halls

ACHIEVEMENTS

Cadbury's heritage started back in 1824 when John Cadbury opened a shop in Birmingham selling cocoa and chocolate. Since then they have expanded their business throughout the world by a programme of organic and acquisition led growth. On 7th. May 2008, the separation of their confectionery and Americas Beverages businesses was completed creating Cadbury plc with a vision to be the world's biggest and best confectionery company.

Cadbury spans the globe from its British base, also operating major businesses across the Asia Pacific region, including Australia and New Zealand, as well as in the Americas, Europe, Middle East and Africa.

When Cadbury Dairy Milk chocolate, with its deliciously smooth texture and unique creamy taste, was first introduced in the early 1900s, it made an immediate impact and quickly becoming the market leader in the UK.

In Egypt Cadbury Dairy Milk has maintained a strong leadership position in the chocolate market. It also enjoys high top-of-mind awareness as it has become synonymous with the word 'chocolate' in customers' minds. Cadbury Dairy Milk enjoys a large pool of fiercely loyal customers who consistently request only Cadbury Dairy Milk to satisfy their chocolate cravings.

HISTORY

Cadbury are almost 200 years young with a heritage tracing right back to 1824. It's a fascinating

story of industrial and social development - the story of a small family business growing up and joining with others to become an international world leader. A story of technical invention and secret recipes, marketing savvy and the creation of great brands. A story of people who are passionate, principled, pioneering and just love confectionery.

It was John Cadbury, a young Quaker, who first set things in motion when he opened a shop in Birmingham, UK in 1824. His original focus was the trade of tea and coffee but he soon spotted a new opportunity in cocoa beverages and laid the foundations for Cadbury's move into chocolate and then confectionery.

Cadbury's has long been a business founded on strong values and a sense of social responsibility. As Quakers, the Cadbury family believed tea, coffee and cocoa beverages could serve as an alternative to alcohol, seen to be a cause of poverty and deprivation amongst the working classes.

More broadly, they were active across other Quaker campaigns for 'justice, equality and social reform, putting an end to poverty and deprivation.' For example Cadbury were involved in the early anti-slavery movement, calls for better housing and sanitation and inner city smoke abatement.

Quakers focused their energies and talents towards business and social reform.

So starting with cocoa, hand-ground with a mortar and pestle in the back room of his shop, John Cadbury laid the foundations of today's Cadbury.

Today, Cadbury continues to operate with a deep rooted belief that doing good is good for business.

PRODUCT

Milk chocolate was first made by the Cadbury Brothers in 1897. The milk chocolate market was then dominated by the Swiss who produced a superior product.

In the early 1900s George Cadbury was determined to meet the Swiss challenge and, together with the Bournville experts, started to research new recipes and production methods. By June 1904 the recipe was perfected and a delicious new milk chocolate was made. The product was ready for production in 1905.

Cadbury Dairy Milk was launched in Egypt in 1991 as the first international moulded chocolate brand. In 2001 Cadbury Dairy Milk celebrated ten years as the leading chocolate brand in Egypt

In 2005 Cadbury Dairy Milk celebrated its 100th birthday worldwide. A mega consumer promotion was done in Egypt in celebration of the Cadbury Dairy Milk centenary.

Cadbury Egypt's current portfolio includes the following variants: Plain, Hazelnut, Biscuit and Krisp. Sizes include small, medium, chunky, large, sharing bar and the recently launched mega sharing bar.



RECENT DEVELOPMENTS

Cadbury Egypt recently launched a new chocolate bar size - the mega sharing bar in plain and hazelnut variants.

In January 2008 Cadbury established the Cadbury Cocoa Partnership together with the United Nations 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 the next ten years Cadbury will invest around £45 million to:

- Improve cocoa farmer incomes
- Introduce new source of rural income
- Invest in community led development
- Work in partnership

PROMOTION

Innovation is at the heart of creating brands people love. Cadbury's investment in technology of taste, flavour, packaging, process development and nutrition has never been greater. They are supporting their brands with innovative approaches to marketing and advertising.

BRAND VALUES

Cadbury's reputation is built upon quality; a commitment to continuous improvement will ensure that this promise continues to be delivered.

Cadbury is in the business of working together to create brands people love, while also working together to make a difference and add value to the community. The company believes that this will benefit not only its communities, but also the people, brands and business. It is proud that

a commitment to investing in the communities in which it is involved is deeply embedded in the company culture and is very much a part of its heritage.

Cadbury has a clear vision, performance scorecard, priorities and sustainability commitments. As a culture they value performance, quality, respect, integrity and responsibility.

People at Cadbury work as one team across geographic and functional boundaries to be the best. They work hard and have fun along the way.



They listen to their consumers, customers, suppliers, shareowners, colleagues and communities. Their success is sustained by understanding and responding to their needs.

Cadbury has always believed that 'doing good is good for business'. This belief inspired their founders, and is still at the heart of the way they work today. They see it as key to their future success.

www.cadbury.com

Things you didn't know about DHL

A bar of Cadbury Dairy Milk is sold around the world every two seconds.

Every year enough Cadbury Dairy Milk is sold to wrap the world four times.

Three names were originally considered: "Jersey", "Highland Milk" and "Dairy Maid" which led to "Dairy Milk".

The largest chocolate bar in the world - a giant block nearly 9ft high, 4 ft wide and weighing 1.1 tonnes - was made by Cadbury in 1998. The average chocolate lover would take nearly 120 years to munch their way through it.

Chocolate was exclusively for drinking until early Victorian times when a technique for making solid "eating" chocolate was devised.

Chocolate is the only word of Aztec origin used regularly in English. Xocoatl was a "bitterwater" drink made from the cocoa bean by the Aztecs.

Cocoa butter melts completely at temperatures between 32C and 35C and begins to soften between 25C and 27C. So keep your chocolate cool!!!

Superbrands