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Mondelez WTR goes for GOAL! ...with game-changing Cadbury FC activation at Stansted Airport

April 26, 2022 – Mondelez World Travel Retail (WTR) have teamed up with World Duty Free and Stansted Airport to celebrate kicking off the global tour for Cadbury Football Club (FC) in travel retail, bringing football fever to Stansted with an immersive digital activation and crowd-pulling launch activities.

On the 4th of April, English football legend Harry Redknapp inaugurated the Cadbury FC tour, visiting the activation as part of its official unveiling, attracting large crowds to the 'Fan Zone'. The Fan Zone features various engaging digital elements including an interactive skills game, a virtual photo call opportunity, augmented reality sleeves where you can take Cadbury FC home with you, as well as exclusive laser-printed bars. The Fanzone is completed by a Walk of Fame which includes signed shirts from football superstars Hugo Lloris, Harry Kane and Virgil Van Dijk.

Following Redknapp's visit, Jake Quickenden also made a stop at the Stansted activation. Quickenden became famous as a contestant on British reality television music competition The X Factor, as well as other local reality television shows including Dancing On Ice and Celebrity SAS: Who Dares Wins. The popular English star took photos with football fans, challenged travellers to kick-offs to win Cadbury prizes, and shared his experience with his one million followers on Instagram.

Dogus Kezer, Marketing Director, Mondelez WTR, said: "Mondelez WTR is constantly looking to bring unique and unforgettable experiences to the channel to excite our travelling consumers. Bringing the first of our Cadbury FC Fan Zone activations to Stansted Airport this year, with such an interactive activation, debuting new technology, and featuring the legendary Harry Redknapp and fan favourite, Jake Quickenden. This is a major milestone in our digital journey by combining the cutting-edge technology with a money can't buy experience. We are proud to kick off the tour with our long-standing partners at World Duty Free, who truly share our commitment to, and in the joy of 'delighting travellers'."

Philippe Moryl, Global Category Management Head – Confectionery, Food, Souvenirs & Toys, Dufry Group, said: “It has been very rewarding to observe so many travellers stopping in their tracks at the sight of the Cadbury FC activation and engage with the many fun digital and football features – it has brought a remarkable atmosphere of excitement to Stansted Airport. Dufry is proud to once again be part of a debut Cadbury digital experience – probably the biggest and most exciting one yet.”

Harry Redknapp, former football manager, added: “If there are two things that people love, it is football and chocolate. It was a real pleasure to be a part of the Cadbury FC experience at Stansted Airport and I was honored to meet and greet all the fans that stopped by on their way to their holidays and have them join me on this exciting Cadbury FC journey.”

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About Mondelez International

Mondelez International, Inc. (NASDAQ: MDLZ) empowers people to snack right in over 150 countries around the world. With 2019 net revenues of approximately \$26 billion, MDLZ is leading the future of snacking with iconic global and local brands such as *OREO*, *beVita* and *LU* biscuits; *Cadbury Dairy Milk*, *Milka* and *Toblerone* chocolate; *Sour Patch Kids* candy and *Trident* gum. Mondelez International is a proud member of the Standard and Poor’s 500, Nasdaq 100 and Dow Jones Sustainability Index. Visit www.mondelezinternational.com or follow the company on Twitter at www.twitter.com/MDLZ.

About Mondelez World Travel Retail

Mondelez World Travel Retail, a member of the Mondelez International family, is the leading confectionery manufacturer in travel retail that makes every traveler’s journey delicious in airports, ferries, airlines, and border stores across the globe. Its portfolio covers all main confectionery categories, chocolate, biscuit, gum and candy, with beloved brands such as Toblerone, Milka, Cadbury, Oreo, Daim, Côte d’Or, Mirabell, Marabou, Freia, Trident, Stimorol and Bassett’s. Visit www.mwtr.com.

