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Mondelēz WTR Goes for Gold with New Limited Edition Toblerone

October 2, 2022 – Mondelez World Travel Retail has launched Toblerone’s first new chocolate mass in 20 years - the limited edition Toblerone Golden Caramel 360g bar. Unlike previous new flavor varieties that have been combined with Toblerone milk chocolate, Toblerone Golden Caramel presents ‘caramelized white’ as a bold innovation to sit alongside the original milk, dark and white editions of travel retail’s number one chocolate brand. The new limited edition combines the crunchy nougat of classic Toblerone with the smooth decadence of caramelized white chocolate to deliver an iconic new bar with golden swirls and a rich caramel taste. Packaged with the fresh look and feel of Toblerone’s bold new equity in magnificent shades of gold, Toblerone Golden Caramel makes a delicious and dazzling seasonal gift.

Toblerone’s new brand identity is built around the brand purpose ‘Be More Triangle’; an ethos that encourages those who dare to be different to embrace their edges in unity with Toblerone founder Theodore Tobler, who once rocked the Swiss Chocolate establishment with his deliciously triangular masterpiece. Fresh distinctive brand assets have been introduced to reinforce the brave new purpose and bold ambition of the brand.

The combination of a mouth-watering new chocolate paired with a powerful identity shift aims to recruit new, younger travelling consumers to both the brand and the category, increasing penetration. According to Mondelez WTR’s consumer research, ‘caramelized white’ particularly appeals to young adults, and was the biggest new product in chocolate in the UK in 2021, further underlining the golden opportunity.

At the end of September, Toblerone Golden Caramel made its travel retail debut with a high-profile activation, running throughout October at Madrid-Barajas Airport in Spain. The space resembles a maximum security safe, challenging travelers to retrieve a bar from the vault to maximize engagement and highlight the premium value of the new flavor. Placed in a glass case, etched and edge-illuminated to

create the illusion of laser security, the bar resembles a standard 360g Toblerone, but has been weighted to increase the difficulty of the challenge.

Dogus Kezer, Marketing Director at Mondelez WTR, said: “It is incredibly rewarding to see travelers so drawn to the new limited edition Toblerone Golden Caramel 360g bar, with such an immersive and exciting in-store activation. We will continue exciting consumers by bringing new news to Mondelez WTR’s winning portfolio to drive accelerated conversion for the growth of confectionery category. The new Toblerone is not only golden in appearance but in terms of how it is unique, bold and special – which is exactly what the new brand identity is about.”

Toblerone Golden Caramel will be available until the end of the year.

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About Mondelēz International

Mondelēz International, Inc. (Nasdaq: MDLZ) empowers people to snack right in over 150 countries around the world. With 2020 net revenues of approximately \$27 billion, MDLZ is leading the future of snacking with iconic global and local brands such as OREO, belVita and LU biscuits; Cadbury Dairy Milk, Milka and Toblerone chocolate; Sour Patch Kids candy and Trident gum. Mondelēz 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 Mondelēz 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.

