CADBURY DAIRY MILK unveils generous improvements to its iconic CADBURY DAIRY MILK blocks range

Including a more generous 220gm block size – with the extra joy not affecting the recommended retail price (RRP) – and whole nuts in all nut varieties!

CADBURY DAIRY MILK today continues its quest to bring Australian consumers more joy by introducing a series of generous improvements to its iconic CADBURY DAIRY MILK blocks range, designed to enhance the eating experience of Australia’s most loved chocolate.

The enhancements to the range are said to be the most significant in the brand’s 132-year history and will be sure to delight lovers of CADBURY DAIRY MILK.

Fresh from the kitchens of Joyville, the famous CADBURY DAIRY MILK blocks range will see the introduction of new rounder shaped chocolate pieces, the inclusion of whole nuts in all nut varieties, more generous blocks, and a new look, easy to use resealable pack.

Cadbury’s flagship CADBURY DAIRY MILK block will now be available in a new 220gm pack – an increase from the previous 200gm size – and the extra joy won’t cost a cent more! That’s right – the recommended retail price (RRP) remains unchanged despite the increased size.

Ben Wicks, General Manager Marketing Chocolate for CADBURY DAIRY MILK says Cadbury has made these changes following extensive research and input from Australians:

“We listen to our passionate chocolate lovers and when we realised there was a way for us to deliver more joy to thousands of Australians, we got straight to work”, he said.

“The changes are in direct response to people telling us they love the more generous pieces and whole nuts. We found that Australians prefer the new rounder shaped pieces with the dome that easily rolls around in the roof of your mouth and enhances the smooth and creamy eating experience of CADBURY DAIRY MILK.”

Cadbury Dairy Milk fans will notice there’s also now more ‘nutty crunch’, with whole nuts in all nut varieties, which is sure to excite nut lovers and make CADBURY DAIRY MILK chocolate even more delicious.

The new resealable pack makes it easy to peel and reseal, allowing you to enjoy some now and save some for later – the way chocolate lovers have told us they enjoy their CADBURY DAIRY MILK.

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2 Based on RRP across the new 220g (RRP $4.49 ) Cadbury Dairy Milk blocks range.
3 The research was conducted independently by Hall and Partners, Open Mind Research in February 2012. The research was conducted with a significant number of Australian and New Zealand consumers, aged 18-59.
As part of the new changes, CADBURY DAIRY MILK is also introducing a new 135g CADBURY DAIRY MILK block size, designed specifically with small families in mind, to be enjoyed as a family sharing treat, but also ideal for intimate sharing occasions for couples. This new size will come at a RRP of $3.29

The generous improvements to the CADBURY DAIRY MILK blocks range follows the launch of Joyville, the magical and mythical place where CADBURY DAIRY MILK is made, credited with bringing the magic back into CADBURY DAIRY MILK. These new changes are in-line with the Joyville philosophy that is all about making the world a more joyful place.

Mr Wicks supported this by saying: “As Australia’s most loved chocolate brand we are always looking at ways to improve the eating experience. Joy is at the heart of everything we do, it is also behind these changes which reinforce our brand philosophy by multiplying the joy for chocolate lovers.”

He said of the unchanged prices: “These are recommended prices for retailers. It will be up to the retailers if they pass them on to consumers.”

The new look CADBURY DAIRY MILK will start appearing around Australia and surprising chocolate lovers from today. By the end of April, the full range of new look CADBURY DAIRY MILK will be available, wherever CADBURY DAIRY MILK is sold.


Ends

NOTES TO EDITOR

TV Commercial coming soon
Lookout for a new television commercial celebrating the new generous improvements to the famous CADBURY DAIRY MILK blocks range. The joyful TV commercial screens prime time across all major networks from 5 May 2013.

About CADBURY DAIRY MILK
Loved by millions in more than 30 countries, CADBURY DAIRY MILK milk chocolate was voted as the most trusted confectionery brand in Australia by Reader’s Digest readers in 2012, for the ninth successive year.

About JOYVILLE
JOYVILLE is a special place that lives in the imagination of chocolate lovers the world over, where workers whistle to chocolate, milk is stored in hillsides and chocolate is transported via purple pipelines and delivered by purple vehicles of all shapes and sizes. JOYVILLE is always inventing new ways of making chocolate, in unexpected flavours and in unique and wonderful shapes. It is a place that, at times, reveals itself to us; bubbling into our lives and helping us see and spread more joy into the world...

JOYVILLE, DAIRY MILK, THE GLASS AND A HALF DEVICE AND THE COLOUR PURPLE ARE TRADE MARKS USED UNDER LICENCE.

For further information, please contact the JOYVILLE PR Department:
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