



**Contacts:** Richard Buino  
news@mdlz.com  
847/943-5678

Jennifer Nelson  
JNelson@webershandwick.com  
312/988-2108

## **New *TEDDY Soft Bakes* Help Inspire Playful Discovery at Snack Time**

*Made with quality ingredients, an after-school snack parents can feel good about giving*

**East Hanover, N.J. – February 16, 2017** – Parents today are looking for new ways to engage and bond with their kids after school, encouraging them to play and be inspired – even at snack time. Today, Mondelez International, Inc., unveiled a new treat which joins *TEDDY* Graham's as part of the new *TEDDY* brand portfolio. Already known and loved by parents in more than 40 countries around the world by other names such as *Barni*, meet *TEDDY Soft Bakes* – the treat that's rooted in the idea that food can help inspire moments of playful discovery, and snack time can provide an opportunity for parents to connect and share with their kids.

*TEDDY Soft Bakes* are a fluffy, soft-baked filled snack created in the shape of a bear. Kids will love discovering the hidden filling inside *TEDDY Soft Bakes'* playful bear shape, and parents can feel confident about saying "yes" to this treat because it's made with familiar quality ingredients such as milk, eggs, flour and chocolate. *TEDDY Soft Bakes* contain no high fructose corn syrup or artificial flavors or colors and are available in two flavors: Chocolate Filling and Vanilla-flavored Filling.

"We know parenting is a balance – moms and dads care greatly about the kinds of snacks they give their kids and, at the same time, it is important to provide options that they know their children will enjoy at snack time," said Elise Burditt, Senior Brand Manager, Kids Wholesome Portfolio at Mondelez International. "*TEDDY Soft Bakes* offer parents the ability to give their children a treat they'll not only love, but makes snack time a moment that can help open the door to discovery-filled experiences."

Individually-portioned and perfect for the after-school snacking occasion, *TEDDY Soft Bakes* are more than a treat – when kids uncover the delicious hidden filling within, *TEDDY Soft Bakes* can help provide moments of surprise and discovery.

To help launch the new *TEDDY Soft Bakes* product, *TEDDY* is working with [TED](#), the idea-based non-profit organization and advocate for curiosity. The two brands hosted a TED Salon session on February 15<sup>th</sup> with two TED Speakers, exploring and reinforcing the ties between snacking and childhood playtime. At the event, panelist Dr. Stuart Brown shared how his studies have shown that children who



are encouraged to play have a better sense of community, stronger sense of belonging and are better at processing new ideas<sup>1</sup>.

“Play is not just a joyful and energizing experience, it has a deep effect on human development and intelligence. In fact, the active presence of play is a key trait I’ve found to be prevalent in highly successful people,” said TED Speaker Dr. Stuart Brown, play researcher, psychiatrist and founder of the National Institute for Play. “True play comes from intrinsic motivation, which can be released by good nourishment and a safe enriched environment.”

*TEDDY Soft Bakes* are currently on shelves in local grocery or superstores nationwide in the cookie and cracker aisle next to *TEDDY Graham*s. Both flavors of *TEDDY Soft Bakes* are available for a suggested retail price of \$3.29 and are individually wrapped portions in a six-pack box. In addition, the Chocolate Filling variety is also available in a 12-pack box for a suggested retail price of \$6.49.

*TEDDY Soft Bakes* is also one of the first Mondelez International products to incorporate the Grocery Manufacturers Association’s SmartLabel™ QR code on pack. Using a scanning app, consumers can quickly scan the QR code on package to unlock the product information they want to know – including ingredients and nutritional information.

For more information on *TEDDY Soft Bakes*, visit [www.DiscoverTEDDY.com](http://www.DiscoverTEDDY.com) and follow *TEDDY* on [Facebook](#), [Twitter](#), [Pinterest](#), [YouTube](#) and [Instagram](#) using the hashtag #DiscoverTEDDY.

###

#### **About Mondelez International**

Mondelez International, Inc. (NASDAQ: MDLZ) is building the best snacking company in the world, with 2016 net revenues of approximately \$26 billion. Creating more moments of joy in approximately 165 countries, Mondelez International is a world leader in biscuits, chocolate, gum, candy and powdered beverages, featuring global Power Brands such as *Oreo* and *belVita* biscuits; *Cadbury Dairy Milk* and *Milka* chocolate; 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](http://www.mondelezinternational.com) or follow the company on Twitter at [www.twitter.com/MDLZ](http://www.twitter.com/MDLZ).

---

<sup>1</sup> Dr. Stuart Brown, National Institute of Play, <http://www.nifplay.org/institute/about-us/> (accessed January 18, 2017); <https://vimeo.com/14644611>