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## **OREO Mini Surprises Every Household in 50 of America's Smallest Towns with Special Mini Deliveries** *50 Towns, 50 States: Mini Cookie Celebrates the Little Things, Starting with Tiny Towns Filled with Wonder*

**EAST HANOVER, NJ (August 11, 2014)** – Being the biggest, tallest and loudest can be fun, but OREO knows that it's not necessarily how big you are, but what's inside that *really* matters ... especially when you take the time to look. Whether it's a bite-sized snack, a small gesture from a friend or an off-the-beaten-path place, bigger isn't necessarily always better, which is why the brand is celebrating the special little things all around us, starting with small places that hold big wonder.

Beginning the week of August 11, OREO Mini is treating 50 tiny towns across America (one town in each state) to a mini delivery featuring the world's favorite cookie...only smaller. Because many of these super small towns often go overlooked, many people probably don't know about the little things that make them so unique. For instance, did you know that Love Valley, NC (est. pop 90) is an uncanny re-creation of the old west set right in the middle of the southeast? In fact, cars aren't even allowed, just horses! Or that the Lincoln Memorial in Washington, D.C. was made possible in part by the marble quarried in the hamlet of Marble, Colorado (est. pop 131)?

"At OREO, we truly believe that it's the little things that make life special, from little gestures to little places," said Janda Lukin, Senior Director OREO at Mondelēz International. "We thought OREO Mini was the perfect token to recognize and celebrate those special little things in life that have big impact. OREO Mini Deliveries are our way of saying a little thanks to the people and places who help put a little bit of wonder into the big world every day."

Filled with an OREO Mini and a note from OREO, these pint-sized parcels come straight from "the tiniest mini mart there ever was," [Mel's Mini-Mini Mart](#). Mel's is the starring fictional store in the brand's recent long form video in which the mini mart is passed by and overlooked due to its itty-bitty size until one family takes the time to peek inside. Here, they discover the delicious wonder of OREO Mini cookies and the rest, as they say, is history. The moral of the video is that, "It's not how you're built, but what's deep inside that makes us all Wonderfilled."

While residents of these 50 great tiny towns have their OREO Mini delivery on the way, OREO knows there are people everywhere who do and say little things that have a big impact all the time – no matter how small or quirky – things like giving a high five or always saving a seat. Starting August 11, OREO wants you to take just a little time to recognize these little things by sending a custom OREO Mini delivery to a friend, colleague, family member... or anyone else who makes you smile and reminds you



that the little things matter at [OREOMiniDelivery.com](http://OREOMiniDelivery.com). Each free delivery is a way to celebrate all the little things that make that person special, and includes a personalized note from the sender. Go ahead, don't be shy...say thanks for the little things by sending a little something! #MiniDelivery

OREO Mini Delivery is a continuation of the 360-degree mini marketing campaign that kicked-off earlier this summer and included the Mel's Mini Mini Mart long form video featured online and in cinema, new TV creative by the Martin Agency entitled "Big Wonder," which features lyrics sung by Chromeo, and updated product packaging including the new shareable Family Sized pack and new flavor, OREO Mini Reese's™ Peanut Butter Creme.

### **About OREO**

OREO is the world's favorite cookie, enjoyed by families and friends in more than 100 countries around the world. OREO is the best-selling biscuit of the 21st century with more than \$2 billion in global annual revenues. The OREO cookie twist, lick and dunk ritual has become the signature way to enjoy this iconic cookie for many different cultures around the world. OREO has a Facebook community of more than 33 million OREO lovers around the globe, representing 200+ countries and dozens of different languages. OREO ranks among the top five brand Facebook pages in the world. OREO celebrated its 100th birthday on March 6, 2012. Visit [www.OREO.com](http://www.OREO.com) for more information. OREO is one of Mondelēz International's billion-dollar brands.

### **About Mondelēz International**

Mondelēz International, Inc. (NASDAQ: MDLZ) is a global snacking powerhouse, with 2013 revenue of \$35 billion. Creating delicious moments of joy in 165 countries, Mondelēz International is a world leader in chocolate, biscuits, gum, candy, coffee and powdered beverages, with billion-dollar brands such as Cadbury, Cadbury Dairy Milk and Milka chocolate, Jacobs coffee, Oreo, LU and Nabisco biscuits, Tang powdered beverages 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](http://www.mondelezinternational.com) and [www.facebook.com/mondelezinternational](http://www.facebook.com/mondelezinternational).