



Contacts:

Richard Buino
Mondelēz International
news@mdlz.com
847-943-5678

Alan Keane
Weber Shandwick
akeane2@webershandwick.com
212-445-8410

OREO, America's No. 1 Cookie, Comes to the U.S. Chocolate Aisle

Just in Time for the Holidays, OREO Introduces Permanent New Line of *Milka OREO* Chocolate Candy Bars

EAST HANOVER, N.J. – Nov. 14, 2016 – Cookie *and* candy fans rejoice! *OREO*, America's No. 1 cookie, is making a sweet debut in the U.S. chocolate aisle. Today, *OREO* is opening its Wonder Vault to officially introduce a line of chocolate candy bars as part of its ongoing commitment to deliver delicious and innovative products to fans. The *Milka OREO* Chocolate Candy Bars combine two of the world's most iconic brands: *OREO* cookies and *Milka* European chocolate candy, the No. 1 chocolate candy in Europe.

The line of *Milka OREO* Chocolate Candy Bars is the latest innovation to be released from the *OREO* Wonder Vault, the epicenter of cookie exploration where *OREO* taste-tests, taste-tests again (and again, and again...) its Wonderfilled creations before releasing them to the world. The new chocolate candy bar line comes in an assortment of different formats, all of which feature bits of *OREO* cookies and vanilla creme filling alongside *Milka's* smooth European chocolate candy for a taste unlike anything else that's currently in the U.S. market.

"We are always exploring ways to diversify the *OREO* product portfolio in order to surprise and delight fans, and we are excited to do just that with *Milka OREO* Chocolate Candy Bars," said Samantha Greenwood, Senior Category Director, Chocolate – North America. "*Milka OREO* Chocolate Candy Bars are a natural progression for *OREO*, especially with Mondelēz International's global leadership position in chocolate and *Milka* being the No. 1 chocolate candy in Europe. The combination of these two global powerhouse brands – both of which are known for their delicious taste – has led to a product line that is unique and truly differentiated in the U.S. chocolate candy category."

The new *Milka OREO* Chocolate Candy Bar line is a permanent offering and features a deliciously diverse and distinctive selection that crosses usage occasions, from individual enjoyment to friends and family sharing:

- The *Milka OREO* Big Crunch Chocolate Candy Bar: A layer of crunchy *OREO* cookies between two layers of rich vanilla creme filling, coated in European *Milka* chocolate candy. It will be available in one 10.5 oz. sharing size tablet at a suggested retail price (SRP) of \$4.99.
- The *Milka OREO* Chocolate Candy Bar: *Delicious bits of OREO cookie* mixed in rich vanilla creme filling coated in European *Milka* chocolate candy. It will be available in three sizes: 1.44 oz. at an SRP of \$0.98, 2.88 oz. at an SRP of \$1.69 and 3.52 oz. at an SRP of \$1.79.
- The *Milka OREO* Choco-Mix Snack Mix Bag: *OREO* mini chocolate sandwich cookies, Golden *OREO* mini sandwich cookies, *Milka* Chocolate Candy Buttons, and candy coated chocolate pieces mixed together for a delicious multi-texture experience. It is available in a 6.1 oz. bag at an SRP of \$3.69.

Starting the week of November 14, the *Milka OREO* Big Crunch Chocolate Candy Bar will roll out in limited distribution at retailers including Wal-Mart, Kroger, ShopRite and Albertsons. The entire line, including the *Milka OREO* Big Crunch Chocolate Candy Bar, the *Milka OREO* Chocolate Candy Bar and *Milka OREO* Choco-Mix Snack Mix Bag will roll out nationwide in January 2017. For more information on the *Milka OREO* Chocolate Candy Bars, visit OREO.com.

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 42 million *OREO* lovers around the globe, representing 200+ countries and dozens of different languages. *OREO* celebrated its 100th birthday on March 6, 2012. Visit www.OREO.com for more information. *OREO* is one of Mondelez International's billion-dollar brands.

About *Milka*

Milka is one of the world's most beloved – and recognizable – chocolate candy brands. *Milka* has been delighting consumers in Germany and beyond since 1901. The brand, with its unique lilac-colored packaging and Lila, the *Milka* cow, have a dedicated “cow-munity” of adoring fans around the world!

About Mondelēz International

Mondelēz International, Inc. (NASDAQ:MDLZ) is a global snacking powerhouse, with 2015 net revenues of approximately \$30 billion. Creating delicious moments of joy in 165 countries, Mondelēz International is a world leader in biscuits, chocolate, gum, candy and powdered beverages, with billion-dollar brands, such as *OREO*, *LU* and *Nabisco* biscuits; *Cadbury*, *Cadbury Dairy Milk* and *Milka* chocolate; 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 us on Twitter at www.twitter.com/MDLZ.

