

Bournville  
Source: Mondelez UK

## Mondelēz International

# CASE STUDY

Mondelēz International is a multinational food and beverage company that has been making confectionary in the UK for nearly two hundred years. Mondelez is home to some of the most iconic global and local brands in the industry, including Cadbury, Maynard's Bassetts, Trebor, Philadelphia and Ritz.

The business's roots in the UK extend back to 1824 when John Cadbury opened a modest grocer's shop in Birmingham. Cadbury founded his business under the family name and was not only a shrewd businessman, but also a philanthropist who believed businesses had a duty to nurture the community, as he did near to his factory in Bournville by providing housing and facilities for employees.

Nearly 200 years on, Mondelēz is still motivated by the same values, evident in the significant impact it has on the economy and communities in the UK. Today, the UK business employs over 4,000 colleagues across nine sites including six factories and three R&D sites of which two are global research hubs. Every new chocolate product that Mondelēz International makes and sells in over 150 countries starts its life in Bournville in its Global Centre of Excellence for chocolate R&D.

In 2021 the company reported in 'Mondelēz UK: Making the Right Impact' that it invested £272m in UK manufacturing from 2012-21 and in 2021 contributed £932m in total gross value added to the UK economy. The same year it announced a switch to 100% renewable energy supply at all its UK sites as part of its global commitment to reduce its carbon footprint by 10% by 2025.

The UK business also generated exports of £112m in 2021, directly employed 4,231 UK staff and through its supply chain supported a further 6,141 jobs. In the Midlands through its manufacturing plants, distribution centre, research and development facilities and commercial function, the business directly employs 2,804 people with a further 1,320 jobs in the supply chain, contributing to over 4,100 jobs in the regional economy.

The business was also supporting 13 PhD students and 96 apprentices in 2021. It has invested £15.5m in charitable activities since 2011 via its charitable arm, the Cadbury Foundation.



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