

Mondelez WTR and Dufry partner to release limited-edition Cadbury Dairy Milk bars at Heathrow



The laser-engraved bars featuring iconic British landmarks sold out within two weeks

Utilizing state-of-the-art laser-etching technology, [Mondelez World Travel Retail](#) (WTR) has launched 1,000 [Cadbury Dairy Milk](#) Laser-Engraved Bars in an exclusive partnership with [Dufry](#) at Heathrow Airport.

According to the company, the launch campaign generated significant excitement in-store as well as digital engagement through Dufry's Emotion+ program, resulting in all 1,000 bars being sold within two weeks of the launch.

Made with cutting-edge technology, these 180-gram bars have been engraved with a detailed laser-cut design that pays homage to Cadbury's British roots, featuring a skyline of London's most popular sights, including Big Ben and London Bridge. The bar is housed in a box in Cadbury's signature purple, with gold-embossed detailing to accentuate the laser-etching technology. By adding layering to the structure, the packaging creates an 'unboxing' experience that provokes a feeling of surprise, and includes a certificate of authenticity that verifies the bar whilst adding an air of exclusivity to the experience.

Although the Cadbury Limited-Edition Laser-Engraved Bars have sold out, Cadbury will continue to run the activation at Heathrow Airport until the end of May. They will also continue to highlight the Cadbury Sense of Place Great Britain 520-gram pouch, which was released last December.

Dogus Kezer, Marketing Director, Mondelez WTR, said, "This campaign has been incredible for so many reasons. Selling out within days is a nice feather in the cap, but to see how well-received the

laser-etched bars have been is incredibly fulfilling and insightful – a remarkable milestone in our digital journey. It speaks to the potential we need to tap into within the confectionery category to deliver exciting premium gifting options and unique experiences, very much in line with our category vision. We are very pleased with the result, and grateful to our partners at Dufry who continue to push boundaries alongside us to further drive the differentiation of the channel.”

Philippe Moryl, Global Category Management Head for Confectionery & Food at Dufry, added, "Our partnership with Mondelez for the Limited-Edition Cadbury Dairy Milk Laser-Engraved Bars at Heathrow has been a tremendous success. Honoring British heritage, these bars generated immense excitement in-store and online through Dufry's Emotion+ program. All 1,000 bars sold within two weeks, showcasing the power of our collaboration in delivering standout concepts and unforgettable shopping experiences in our World Duty Free stores."