



## A Global Taste of the World's Favorite Cookie

Magic happened on March 6, 1912 when two decoratively embossed chocolate-flavored wafers met up with a rich crème filling. Enjoyed in more than 100 countries, today the *Oreo* brand is the world's top selling cookie. In markets around the world, *Oreo* comes in surprising local flavors, like blueberry and green tea ice cream, and fun shapes and forms. But no matter where in the world you find *Oreo*, one thing remains right at the heart of milk's favorite cookie: the iconic "twist, lick, dunk" ritual that brings people together like no other biscuit can!



### OREO Fun Facts:



#### BIRTH

1912 – 105 years ago!



#### FIRST SALE

The first *Oreo* cookie was sold in Hoboken, NJ where *Oreo* was originally packaged in bulk tins and sold by weight. Back then, grocers paid USD \$0.30 cents/lb for *Oreo*.



#### NAMESAKES

*Oreo* has a street named after it – *Oreo Way* – formerly known as West 15<sup>th</sup> Street between 9<sup>th</sup> & 10<sup>th</sup> Avenues in New York City where the first *Oreo* cookie was made at the original *Nabisco* bakery.



#### DESIGN

The first *Oreo* was embossed with a thin wreath on the outer edge, with the *Oreo* name on the plain surface in the middle.



#### SALES

*Oreo* is the world's favorite cookie and the best-selling cookie brand of the 21<sup>st</sup> century, with over \$2 billion in global annual revenues (2016). *Oreo* is also one of Mondelēz International's "billion-dollar" brands.



#### GLOBAL REACH

*Oreo* cookies can be found in more than 100 countries.



#### BIGGEST MARKETS

Rank order based on 2016 data: U.S., China, UK, Indonesia, Canada, Mexico, Spain, Argentina, India, Germany.



#### RECENT COUNTRY LAUNCHES

India ('11), Brazil ('13), Pakistan ('13), Morocco ('15) and Russia ('15)



#### MANUFACTURING

Every year, more than 40 billion *Oreo* cookies are being produced in 18 countries around the world. All these *Oreos* stacked on top of one another would circle the earth 5 times!



#### TWIST, LICK, DUNK RITUAL

50% of *Oreo* eaters pull apart their cookies before eating and women twist them open more often than men.



#### OREO FANS

*Oreo* has a Facebook community of more than 42 million *Oreo* lovers around the globe, representing more than 200 countries and dozens of different languages. *Oreo* ranks among the top 10 brand Facebook pages in the world.



## Examples of Flavors and Forms Around the World

### United States

- Oreo Chocolate, Mint and Berry
- Double Stuf Oreo Heads or Tails
- Oreo Thins

### China

- Oreo Green Tea Ice Cream: Oreo cookie with green tea ice cream flavor crème with a cooling sensation that simulates ice cream.
- Oreo Double-Fruit in Orange & Mango, Raspberry & Blueberry, Peach & Grape crème.
- Oreo Wafers: Oreo in a traditional wafer cookie form that's popular in China.
- Oreo Thinwich: Extra Thin cookie sandwiches with Lemon Cheese, Green Tea and Tiramisu crème.

### Indonesia

- Oreo Blueberry Ice Cream, Orange Ice Cream, Oreo Softcake

### Argentina

- OREO “x3” (pronounced “Por Tres”): inspiration for the US TRIPLE DOUBLE OREO cookie, the OREO x3 features three layers of cookie, and two layers of creme.
- Oreo Duo: Oreo cookie, with a layer of creme featuring two complementary “half and half” flavors. Two varieties: Strawberry and vanilla; banana and dulce de leche.
- Oreo Alfajor: Three layers of Oreo cookie and crème covered in chocolate in the form of a traditional Argentine snack cake.

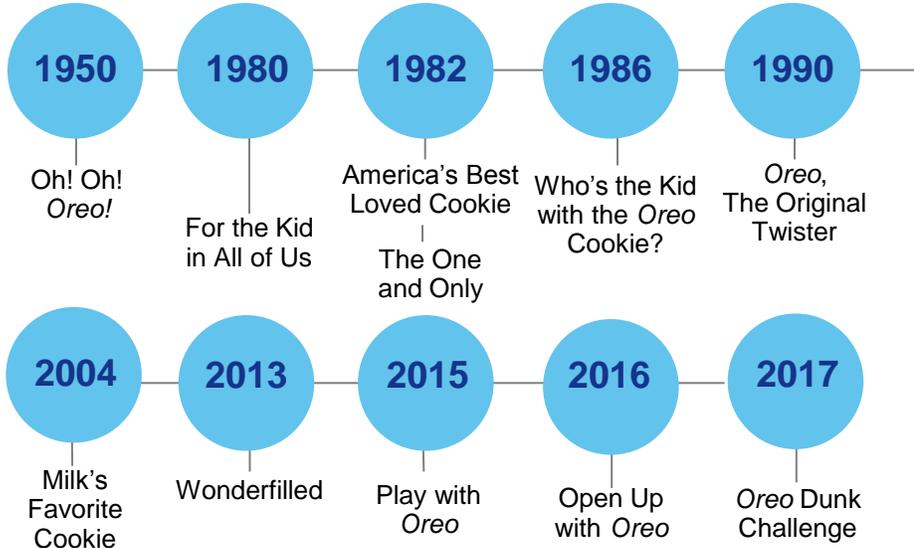
### Mexico

- Oreo Trio Chocolate: three different chocolates in the same Oreo... one per each cookie and a third in the crème.

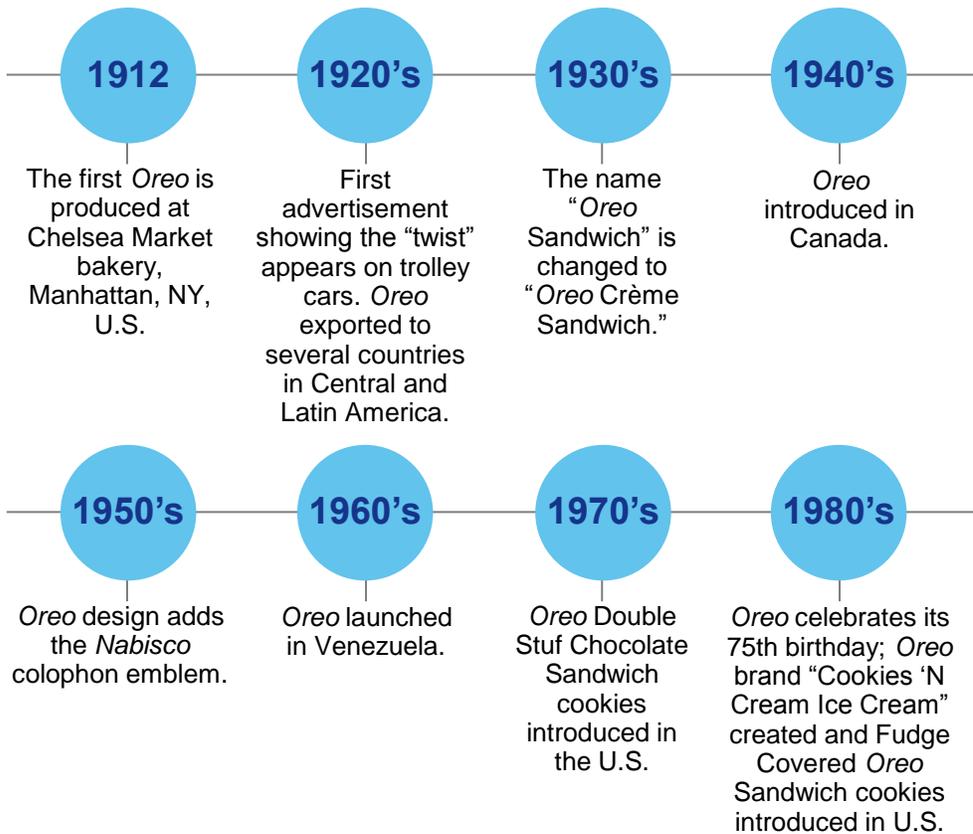




## Iconic OREO Advertising Slogans through the Years



## History of OREO... 100 Years and Counting!



# 2017 Fact Sheet



the power of big. and small.

1990's

Oreo available in more than 30 countries, including China, Brazil, Spain, Portugal. White Fudge Covered Oreo cookies introduced as holiday seasonal product in U.S.

2000

Oreo cookies are enjoyed by 9 out of 10 households in the U.S. Mini Oreo cookies in convenient on-the-go packs introduced.

2004

Golden Oreo launched. Reduced Fat Oreo cookies are reformulated to have zero grams of trans fat per serving.

2006

Oreo becomes China's #1- selling biscuit.



2007

Oreo becomes a billion-dollar brand; Oreo launched in Greece, Denmark, Norway and Sweden; Snack 'n Seal packaging introduced in the U.S.

2008

Oreo launched in UK, Netherlands and Italy. First-ever global Oreo campaign launches, Global Moments.

2009

Oreo Fun Stix and Golden Double Stuf launched. Oreo biscuits are the subject of the world's largest blind taste test in Madrid, Spain.

2012

Oreo celebrates its 100<sup>th</sup> birthday and asks the world to celebrate the kid inside.



2011

Oreo becomes a \$2 billion brand. Oreo introduced in Poland, Germany and India.

2013

Oreo debuts its "Wonderfilled" animated marketing campaign— focused on how sharing an Oreo can bring a change in perspective.

2014

Oreo partners with Paramount Pictures for the global release of Michael Bay's "Transformers: Age of Extinction", the brand's first-ever global movie partnership covering over 35 countries.

2016

Open Up with Oreo global campaign debuts in more than 50 countries more open to those around them and, as a result, make new connections.

2017

Oreo Dunk Challenge global campaign launches in over 50 countries, inspiring fans to dunk Oreo biscuits in milk as a way to re-connect with their inner child.



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