



Contacts: Vignesh Nair
Vignesh.Nair@mdlz.com

Aishwarya Chopra
aishwarya.chopra@mslgroup.com
+91 8828057592

Twist, Lick, Dunk! Mondelēz International Sets GUINNESS WORLD RECORDS Title for *Most People Dunking Cookies* to Celebrate \$3 Billion OREO Sales Milestone

- OREO, the world's favorite cookie, hits \$3.1 billion in sales in 2019
- GUINNESS WORLD RECORDS title set with 5,066 participants across 32 countries – including close to 100 colleagues from India, in a simultaneous 'Twist, Lick, Dunk!'

OREO, THE WORLD'S FAVORITE COOKIE

GUINNESS WORLD RECORDS
RECORD HOLDER

Mondelēz International
SNACKING MADE RIGHT

MOST PEOPLE DUNKING COOKIES AROUND THE WORLD

OREO \$3.1B SALES MILESTONE IN 2019

India– January 31, 2020 – Mondelēz International, Inc. (NASDAQ:MDLZ) is taking playful cookie moments to the next level with a **GUINNESS WORLD RECORDS** title-attempt! Mondelēz International today announced the company set a **GUINNESS WORLD RECORDS** title for the *most people dunking cookies* across multiple venues. The fun record attempt was coordinated to celebrate the OREO cookie brand reaching a major milestone of \$3.1 billion in annual net revenues by end of 2019.

The record attempt began January 30 at 8:30AM CST when the Mondelēz International team across the world was invited to twist, lick and dunk OREO cookies simultaneously as part of a live

streaming event. Employees from 55 locations representing 32 countries around the globe participated in the attempt, setting a new **GUINNESS WORLD RECORDS** title with 5,066 people dunking cookies.

“We’re incredibly proud to be celebrating this sales milestone with the *OREO* brand, and taking a playful moment to recognize this achievement with the full Mondelez International family around the world,” said **Dirk Van de Put, Chairman and CEO, Mondelez International**. “We’re looking forward to the continued growth of the brand, and hopefully to many more records to come!”

Commenting on the occasion, **Sudhanshu Nagpal, Associate Director – Marketing (Biscuits), Mondelez India**, said, “*OREO* today is the largest selling premium cookie brand in the world. Its global heritage of the bitter chocolate cookie with sweet vanilla cream has built a rare kind of ubiquity, unparalleled in the biscuit world. This major breakthrough of \$3.1 billion of sales revenue (global) is an extremely proud moment for all of us and what a way to celebrate this milestone – A Guinness World Record. In India, within a short span of about 9 years, *Oreo* has come to be one of the strongest pillars of the biscuit growth story at the back of an unwavering consumer connect and brand love. Our concerted marketing efforts over the years has made ‘twist, lick, dunk’ a ritual across India. Today, it is leading brand in the premium crème category and we hope to continue the momentum in the future.”

OREO is the world’s favorite cookie, available in more than 100 countries around the globe. Approximately 34 billion *OREO* cookies are sold each year, which is 92 million cookies per day. An estimated 500 billion *OREO* cookies have been sold since the first *OREO* biscuit was developed in 1912.

OREO was introduced in India only about eight years back and in such a short span, India has emerged among its top-five markets by volume. India is now the 4th largest market for *OREO* in the world. This is a significant achievement for the brand as it is not so old in India.

At present, *OREO* is a leading premium crème brand in market share in India and is distributed in close to 1 million outlets appealing to a range of audiences across age groups and income groups.

It is been Mondelez India’s constant endeavor to expand the brand’s narrative and consumption occasions through marketing, communication initiatives and associations like McDonalds, Kwaliti Walls, Keventers etc. With significant focus behind consumer promotions and public relations, the *OREO* brand has forged strong, lasting connections with consumers making the twist, lick, dunk, a well-known ritual among Indian families.

About OREO

OREO is the largest brand owned by Mondelez International, and one of six billion-dollar brands owned by the company, including *Milka*, *Cadbury Dairy Milk*, *Ritz*, *Trident*, and *Halls*. For more information about Mondelez International, visit www.mondelezinternational.com.

About Mondelez International

Mondelez International, Inc. (NASDAQ: MDLZ) empowers people to snack right in over 150 countries around the world. With 2019 net revenues of approximately \$26 billion, MDLZ is leading the future of snacking with iconic global and local brands such as *OREO*, *beVita* and *LU* biscuits; *Cadbury Dairy Milk*, *Milka* and *Toblerone* chocolate; *Sour Patch Kids* candy and *Trident* gum. Mondelez 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 the company on Twitter at www.twitter.com/MDLZ.

About Mondelez India Foods Private Ltd.

Mondelez India Foods Private Limited (formerly Cadbury India Ltd.) has been present in India for over 70 years. The company introduced Cadbury Dairy Milk and Bournvita in India in 1948 and since then has been a leader in the chocolate category in the country. Part of Mondelez International, the company operates in the chocolate, beverages, biscuits and candy categories in India with brands like Cadbury Dairy Milk, Cadbury Dairy Milk Silk, Cadbury Celebrations, Cadbury Bournville, Cadbury 5 Star, Cadbury Perk, Cadbury Fuse, Cadbury Gems, Cadbury Bournvita, Cadbury Spready, Tang, Cadbury Oreo, Bournvita Biscuits, Halls and Cadbury Choclairs Gold etc. Headquartered in Mumbai, the company has sales offices in New Delhi, Mumbai, Kolkata and Chennai and manufacturing facilities at Maharashtra, Madhya Pradesh, Himachal Pradesh and Andhra Pradesh, in addition to a global Research & Development Technical Centre and Global Business Hub in Maharashtra and a vast distribution network across the country.
