



media release

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Cadbury Named Australia's Most Popular Grocery Brand

It's official. Cadbury is the Most Popular Grocery Brand of Australians, taking out the top spot in The Nielsen Company's Top 100 Brands report released today.

The Nielsen Brand Score combines consumer attitudes towards brands, the average amount that households spend on brands, as well as how many households buy brands.

Australians have had a sweet spot for Cadbury since the company opened its famous chocolate factory in Claremont, Hobart, back in 1922. This affection continues to grow today, with Cadbury the number one brand people love to buy when making their grocery purchases.

Cadbury Australia and New Zealand Managing Director, Mark Callaghan, believes it is the combination of the quality and taste of Cadbury blocks, bars and boxes of chocolate, as well as the feeling of pleasure that they bring that makes Cadbury such a loved and sought-after brand.

"Cadbury has been a big part of Aussie's lives for almost 90 years, and underpinning this relationship has been the unbeatable taste of our chocolate and the affinity people feel for our brands, he said.

"Obviously, we're delighted that we've been officially recognised as Australia's No.1 and look forward to continuing to provide Australians with moments of joy over the next 100 years", he said.

Cadbury's number one ranking in the Nielsen Top 100 Brands report follows Cadbury's sixth successive first place in the 2009 Reader's Digest Most Trusted Brand survey.

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Enquiries:

Daniel Ellis

daniel.ellis@cadbury.com

+61 3 9520 7412

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