

New

Cadbury Highlights

LESS THAN
100 CALORIES
10g SUGAR
3g FAT
PER PORTION

Less Calories for More Sales

Better-for-you biscuits covered in real Cadbury milk chocolate

Your weight-watching customers will adore these two newcomers to the fastest growing sector of the biscuit category – Healthier Biscuits – up 8.5%* on last year. Backed-up with a £3 million advertising spend new Cadbury Highlights fruity wafers and delicious mallows are better for them and better for you too.

Burton's Foods

Trade Care Line (freephone): 0800 298 4467 * Source: Information Resources
Manufactured in the UK, by Burton's Foods Limited under licence from Cadbury Limited.

New Product Profile

Cadbury Highlights...

Burton's Foods

New

Cadbury Highlights

10 CADBURY MILK CHOCOLATE ORANGE MALLOWS

New

Cadbury Highlights

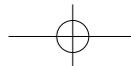
5 CADBURY MILK CHOCOLATE RASPBERRY WAFFERS

New and better for you



Burton's Foods manufacture Cadbury biscuits under licence

A promotional supplement to **Grocer** on behalf of BURTONS FOODS



New Product Profile

New Cadbury HighlightsBrightening Up the Biscuit Fixture



Burton's Foods treats weight-conscious consumers by taking Cadbury Highlights into biscuits. Cadbury Highlights are already well-known as an established, low-calorie, hot chocolate beverage brand, and the move onto the biscuit fixture is being heralded by the introduction of two 'better for you' tasty biscuit treats covered in real Cadbury milk chocolate.

Cadbury Highlights Mallows are delicious chocolate biscuit teacakes with a caramel or orange filling, fully covered in Cadbury milk chocolate. 150g packs have an RSP of £1.29 and contain ten teacakes.

Cadbury Highlights Wafers are tasty wafer biscuits sandwiched with fruit jam and covered in Cadbury milk chocolate. The range is made up of three variants; Raspberry, Apricot & Peach and Orange. The 108.6g multi-packs contain six individually wrapped biscuits with an RSP of £1.29

Bold pack designs stand out on-shelf with the classic Cadbury purple and sporting the familiar Cadbury logo. A triangular flash boldly states that each

mallow or wafer has less than 100 calories, less than 10g of sugar and less than 3g of fat. Both products come in convenient shelf-ready display outers.

The move is Burton's Foods first venture into the fast-growing healthier biscuits sub-category which is currently worth \$58m and is achieving year on year growth of 8.5% (source: Information Resources).

The launch will be supported with £3m above and below-the-line marketing campaign aimed at the core consumer; 25 to 45 year-old women who are weight conscious but do not want to give up their passion for tasty biscuit treats. Marketing support includes advertising in women's magazines and a heavyweight outdoor campaign focusing on generating immediate trial at launch.

Women today 'want it all': they want successful careers, a family and an exciting social life; they also want to look good, fit into fashionable clothes and feel fit and active. Enjoying life to the full must include little pleasures like great-tasting treats, and Cadbury Highlights biscuits 'hit the spot'.

Burton's Foods innovation manager, Julia Monoyioudis, explains, 'Last year's media hype on obesity and its continued hype into 2005 has definitely impacted on the UK population, ensuring that more consumers are becoming interested in, and conscious of, their weight. We have identified a gap in the healthier snacking market - great tasting treats that "hit the spot". Women's attitude to weight control is no longer about diet and deprivation,

"We will not compromise on taste"

"Cadbury branding and Cadbury chocolate will be the deciding factors at the point of purchase"

which often then leads to overindulgence; they want help to maintain control. Cadbury Highlights biscuits are lower in fat, calories and sugar, are portion controlled and are covered in real Cadbury milk chocolate, with no need to compromise on taste or quality!

Consumer research and sampling conducted by JRA suggested that 80% of women between the ages of 25 and 45 were likely to buy Cadbury Highlights biscuits.

£3 million marketing support



Cadbury Highlights is...	Cadbury Highlights isn't...
A smart way for consumers to manage their treat desires	A guilt-free, indulgence-neutral experience
An uncompromising, quality, authentic chocolate experience	Wishy-washy diet chocolate that doesn't provide the full-on chocolate experience
Honest and straightforward in its labelling and communication.	A product that contains hidden ingredients or one that mis-positions itself as a dietary or healthy product
...a treat that's 'better for you'	...a health product