

**New**



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

# Highlights



## 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.

