



DISRUPT & ACCELERATE GROWTH

- A CHOCOLATE ICON & A CULTURAL ICON UNITE
- THE BIGGEST MDLZ COLLAB YET

RECRUIT NEXT GEN SHOPPERS <35

- CHOCOLATE UNDERINDEX IN <35 YEAR-OLD*
- RELEVANCE VIA TRENDING POP CULTURE
- BE A PART OF SOCIAL CONVERSATION

UNLOCK OCCASIONS & INCREMENTALITY

- COLLABS: 40% INCREMENTALITY VS CAT AVG. OF 30%**

Cadbury
DAIRY MILK
X

Lotus
Biscoff®

**SMOOTH & CREAMY
CADBURY DAIRY MILK
MILK CHOCOLATE
&
CRUNCHY BISCOFF
CARAMELISED BISCUIT**

*Nielson Homescan Audit Sep -24 Sep 25
**Quantum Incrementality Tool



PRODUCT DETAILS

DESCRIPTOR	SKU	EACH	INNER	CASE
CAD 42x70G CAD BISCOFF KING BAR 4CA	4326035	9300617311409	19300617311390	29300617311397