



media release

22 March 2010

Moro production on the move

From today, Australian-made Cadbury Moro bars will start appearing on New Zealand shelves.

As part of our long-standing commitment to New Zealand, Cadbury's Dunedin factory now specialises in making a range of products for the New Zealand and Australian markets. This includes boxed chocolates such as Roses and Milk Tray, and iconic Kiwi favourites Pinky and Marshmallow Eggs. It will soon also be making Turkish Delight for Australian and New Zealand consumption.

In the same way that New Zealand has taken over manufacturing from some Australian factories, these changes mean that some products previously made in New Zealand will now move to Australia. One of these products is Moro.

Cadbury New Zealand Managing Director, Matthew Oldham, says, "We know how much Kiwis love the chocolate we make here in New Zealand. However these production changes are essential to help us secure the future of the Dunedin factory and secure hundreds of jobs for Kiwis – the future of New Zealand manufacturing lies in exporting as well as continuing to make some iconic products here such as Jaffas, Pinky, Chocolate Fish and Buzz Bar."

The first batch of Australian-made Moro will be rolled out across 60g bars with 85g twin packs and share-packs to arrive on shelves over the next few weeks, and Cadbury is keen to ensure the Australian-made Moro meets with Kiwis' expectations.

Matthew Oldham says, "While we can't change the fact that Moro now has to be made in Australia, we plan to do everything we can to ensure Kiwis keep enjoying it."

"Making a chocolate bar in a different factory is like making a cake in a different kitchen – you can't always guarantee it will turn out exactly the same. Though we've been working hard to get it right, there may be some slight changes noticeable in the initial batches of Moro made in our Australian factory."

"However we have a unique situation with Moro in that we're able to refine and develop the way it is made at our Australian factory to ensure it remains a chocolate bar that Kiwis love. So we're asking New Zealand Moro lovers to lend us their tastebuds and give us their input."

"We really want to hear what chocolate fans have to say about Moro so that we can be sure we've got it right."

New Zealand chocolate fans who would like to give their thoughts can participate in a survey at www.choclovers.co.nz or by calling 0800 CADBURY.

creating brands
people love

