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Consumers design their favorite tasty treats

- Top ranges using consumer science to create product consumers desire
- Consumer science is used to understand how consumers perceive and judge products

JOHANNESBURG – July 31, 2014 – Those delicious moments while you prolong your decision in front of a shelf full of mouth-watering goodies used to be controlled by choices from a backroom boffin. Now they're controlled by consumers themselves – because top ranges are using consumer science to create the products consumers desire, says Marcia Young, Mondelēz International Head of Consumer Science, who recently visited SA.

It might sound futuristic but the fruits of this exciting collaboration are with us now – on supermarket shelves and stacked near checkouts throughout the country. And earlier this year, Mondelēz International extended this trend to SA, recruiting a panel of 22 people to be their local consumer taste experts. They're set to give detailed input on why flavours speak to the South African soul, such as our old favourites Chappies, Lunch Bar and Eclairs. New products can also be shaped better to a region or a country's preferences so consumers discover Mondelēz International's key "delicious moments of joy" from day one on sale.

"We use consumer science to understand how our consumers perceive and judge our products," explains Marcia, who first trained as a food scientist. "This approach originally evolved from quality control. A single person used to do the grading and it was assumed we would all enjoy the same Grade A choice. Now we realise it should be the other way round – we need to listen to the consumer to please the consumer. With consumer science, consumers make the choices."

It's very difficult for everyone to agree on what makes a delicious *Oreo* or a mouth-watering, savoury *Tuc* biscuit, says Marcia. But you can measure how the experience of eating, including factors such as unwrapping or crunching your food, appeals to our five senses – taste, smell, touch, sight and hearing.

"We had hundreds of applications for our SA consumer-science panel," says Marcia. "First, we assessed them using a food-attitude survey."

A shortlist of 70 was invited for a three-day sensory-screening and interview process.

“We needed to establish how good the applicants’ senses actually are. Not everyone is equally sensitive and everyone has a different palate.”

The final panel works both as a group and individually in booths, where conditions are strictly controlled for factors such as light, temperature and noise. This prevents external factors affecting the panellists’ reactions.

“We analyse their responses statistically to reach our goal – mapping what consumers like and dislike about each product so we can increase the ‘like’ factors as much as possible,” says Marcia. “It’s fascinating that different regions have different strengths when it comes to discerning various flavours,” she notes. “For example, several types of mint are commonly used in Mexico so our consumer-taste experts there are especially sensitive to that range of flavours.

“We’re delighted that in due course the SA consumer-taste gurus will also help contribute to the Mondelēz International map of global taste,” she concludes.

About Mondelēz International

Mondelēz International, Inc. (NASDAQ: MDLZ) is a global snacking powerhouse, with 2012 revenue of \$35 billion. Creating delicious moments of joy in 165 countries, Mondelēz International is a world leader in chocolate, biscuits, gum, candy, coffee and powdered beverages, with billion-dollar brands such as *Cadbury*, *Cadbury Dairy Milk* and *Milka* chocolate, *Jacobs* coffee, *LU*, *Nabisco* and *Oreo* biscuits, *Tang* powdered beverages and *Trident* gum. Mondelēz International is a proud member of the Standard and Poor’s 500, NASDAQ 100 and Dow Jones Sustainability Index. Visit www.mondelezinternational.com and www.facebook.com/mondelezinternational.

About Mondelez South Africa

Mondelez South Africa is the largest confectionery business in South Africa, enjoying market leadership in the chocolate, chewing gum and bubble-gum categories. The company’s portfolio includes some of the largest snacking brands in the world, such as *Cadbury Dairy Milk*, *Jacobs* coffee, *Halls*, *Oreo* and *Trident/Stimorol* gum. In addition, Mondelez SA is also the custodian of iconic and well-loved local brands such as *Chappies* bubble gum, *Lunch Bar*, *Dentyne* chewing gum and *Royal Baking Powder*. The company has a presence in 18 countries in Southern, Central and Eastern Africa where it invests in growing these markets.

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