

CREATING JOY AND GOOD GROWTH IN THE WEST MIDLANDS



EXECUTIVE SUMMARY

MONDELEZ INTERNATIONAL'S IMPACT IN THE WEST MIDLANDS

 **ALMOST
£1 BILLION**
TOTAL GROSS ECONOMIC VALUE ADDED
(GVA) TO THE WEST MIDLANDS IN 2025

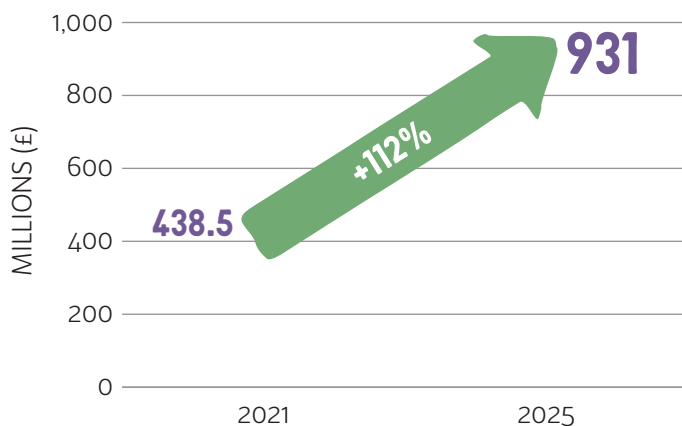
 **2,000+**
EMPLOYEES

 **1,000+**
INDIRECT JOBS SUPPORTED
IN THE REGION THROUGH
OUR VALUE CHAIN

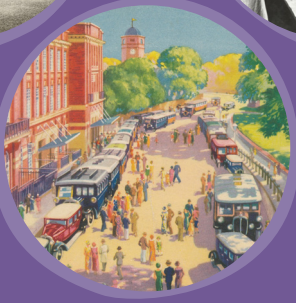
 **40%**
OF MDLZ UK'S TOTAL GVA
IS GENERATED IN THE
WEST MIDLANDS – MORE
THAN ANY OTHER REGION

 **£135 MILLION**
HAS BEEN INVESTED IN UK
MANUFACTURING SINCE 2022,
HEAVILY CONCENTRATED IN
THE WEST MIDLANDS

MDLZ TOTAL ANNUAL GVA TO THE WEST MIDLANDS



 OUR HEALTH FOR LIFE PROGRAMME HAS SUPPORTED **239** SCHOOLS,
ENGAGING **278,600** ADULTS AND CHILDREN
TO ADOPT HEALTHIER LIFESTYLES THROUGH FOOD GROWING,
HEALTHIER EATING, COOKING AND PHYSICAL ACTIVITY



FOREWORD

Al Carns DSO OBE MC MP
Birmingham Selly Oak



I am incredibly proud to represent a constituency with a heritage as strong as Bournville. The history of Cadbury in the area stretches back to 1879, when George and Richard Cadbury moved their growing business to what was then the countryside outside Birmingham. Their vision was to build a factory, but also to create a community where people could live, work and thrive – a legacy which continues to shape Bournville today.

Having visited the Bournville site on several occasions, I have seen first-hand the breadth of what happens here. Their commitment not only to making delicious chocolate, but also to investing in research, development and innovation, and to developing a highly skilled workforce, is remarkable. Bournville continues to play an important role in developing the skills, manufacturing processes and products of the future, and has become a globally leading centre for chocolate innovation.

What is particularly encouraging is the continued investment in people alongside investment in manufacturing. Apprenticeships, training, research and development, and the focus on technical skills all contribute to creating opportunities for people in Birmingham and across the region. Mondelez's investment in Bournville demonstrates how business success and the development of a skilled local workforce can go hand in hand to create good, long-term growth.

The Government's renewed ambition for good growth in every postcode provides an important opportunity to build on these successes. Food and drink manufacturing should be an important part of our industrial strategy, but so too should the West Midlands, given its assets, businesses and depth of talent.

The West Midlands has historically been an overlooked region, receiving less public investment than other parts of the country. I am excited to see what this Government can do to help ensure that the West Midlands is given the tools to continue operating as one of the nation's powerhouses of sustainable growth.

Mondelez and Cadbury provide a powerful example of what good growth can look like: long-term investment, high-quality employment, innovation, skills development and an authentic connection to the communities in which a business operates.

That is something Bournville can be proud of, and something we should seek to build on across Birmingham and the West Midlands, to achieve good growth in B30 and beyond.



FOOD AND DRINK MANUFACTURING: DELIVERING GOOD GROWTH ACROSS THE WEST MIDLANDS

Food and drink manufacturing is already the UK's largest advanced manufacturing employer, supporting hundreds of thousands of jobs across every nation and region, from coastal towns and rural communities to major cities. Our story started in the West Midlands in the 1800s, and over 200 years later, we operate three sites in the region that work every day to bring people across the UK the products they love.

The UK has a clear opportunity to set a confident, nationwide direction for food and drink manufacturing, which is a sector that already underpins resilience, innovation and community life. With Government focused on driving good growth in every postcode, we see what that means in practice through the places we have helped shape, most notably in the West Midlands, where the Cadbury legacy demonstrates how sustained investment in food and drink manufacturing can anchor skills, opportunity and pride across generations.



BOURNVILLE, BIRMINGHAM: THE HOME OF CADBURY

Every day, more than 1,900 people come to work at Bournville. They walk through the gates of a factory that has been making chocolate in the heart of Birmingham since 1879. From one of the original 'garden' villages and an unwavering commitment to the wellbeing of our employees, Bournville continues to be central to Mondelez International's success in the UK and the world, and an iconic site of manufacturing in the West Midlands.

In a single day, the factory makes 1.2 million Crème Eggs, 1.5 million sharing bars and 12 million Giant Buttons. For more than two centuries, our history in places like Bournville has shown how long-term investment can shape the future of a community. And today, investment continues across our footprint: from modernisation programmes and capability building to R&D activities and the development of new consumer research facilities.



PUTTING CONSUMER TASTES FIRST

In 2025 we invested £3.3 million to open our Consumer Research Centre. The state-of-the-art centre enables world-class consumer science to inform our product development, by gaining insights into consumers' preferences and ensuring that our products meet their high expectations. The research centre employs scientists and sensory panellists, and our investment has meant we have continued our world leading expertise, built up over centuries, to stay ahead of, shape and respond to ever evolving consumer tastes and trends.



£15 MILLION INVESTED IN 2021
TO CREATE A NEW FACTORY LINE FOR
CADBURY DAIRY MILK TABLETS, EXPANDING
PRODUCTION IN BOURNVILLE

MALBROOK, HEREFORDSHIRE: WHERE CHOCOLATE BEGINS

Tucked into the Herefordshire countryside, the Cadbury Marlbrook factory plays an essential role in the nation's chocolate supply. Every day, 365 days a year, up to 21 tankers deliver 500,000 litres of fresh liquid milk to the site. After sustainably sourced cocoa beans are roasted in our factory in Chirk, Wales, the Cadbury Marlbrook factory combines the roasted cocoa, milk and sugar to create chocolate crumb, the foundational ingredient that gives Cadbury chocolate its distinctive, creamy taste.



MALBROOK THROUGH THE GENERATIONS

**John Gurney, Production Team Leader,
The Cadbury Marlbrook factory**



I have proudly worked at The Cadbury Marlbrook factory for 39 years. Working at Marlbrook has become a real family tradition for us. My dad spent more than 30 years there as a maintenance man, my brother has also completed 25 years of service, and my two brothers-in-law were and are part of the Marlbrook family. We are all incredibly proud to work here and firmly believe that we produce the best quality chocolate crumb in the world. Being part of a team that takes such pride in its work is something very special and after all these years, it still feels like being part of a big family.

TWO YOUNG WEST MIDLANDS STARS ARE SHOWING EXACTLY WHAT APPRENTICESHIPS CAN DELIVER



Callum and Matthew joined the Apprenticeship Programme at the Mondelēz International Distribution Centre in Minworth in September 2023. The pair threw themselves into every aspect of life at one of the region's busiest distribution centres, balancing hands-on shifts with dedicated study to emerge as fully skilled, qualified operatives.

Fast-forward to 2026, and Callum and Matthew are now proud Minworth employees, where they continue to make their mark every day. Talent meets opportunity, right here in the West Midlands.

MINWORTH: CONNECTING OUR FACTORY AND PRODUCTS TO CONSUMERS

If Bournville is where Cadbury chocolate is made and Marlbrook is where it begins, Minworth is where it reaches the nation. Purpose-built for Cadbury in 1993, Minworth is a 32,000 m² warehousing powerhouse operating 24/7, 364 days a year. Our main distribution centre in the UK, Minworth receives packaged goods from Bournville and ensures it arrives on retail shelves across the country.

With 77,000+ operational locations at over 95% occupancy, three chambers including a dedicated chilled zone for seasonal quality, and almost a million pallets throughput each year, this site is the backbone of our supply chain. The site is also powered by 100% purchased renewable energy and employs more than 100 people.

BUILDING A WORKFORCE FOR THE FUTURE

Britain's industrial future depends on a skilled workforce, and building that workforce requires sustained partnership between employers, educators and government. Mondelēz's apprenticeship and skills programmes are a case study in what that partnership can look like.

In 2025, we supported 98 live apprentices across the UK, with a strong concentration in the West Midlands. A further 93 apprentices completed their programmes between 2022 and 2025. More than 60% are studying at degree or postgraduate level (Levels 6 and 7), spanning disciplines that include food science, engineering, manufacturing, digital technology, sustainability and finance. These are not entry-level placements. They are structured, multi-year programmes that combine academic study with hands-on experience in one of the most advanced food manufacturing environments in the world.

With its highly skilled workforce, deep regional roots and broad economic reach, food and drink manufacturing represents one of the central opportunities for long-term investment in the communities across the UK.

REGIONAL GROWTH AND INNOVATION IN ACTION: WORLD-LEADING R&D, MADE IN THE WEST MIDLANDS

Across our sites in the West Midlands, over 2,000 colleagues make up a workforce that reflects the full breadth of modern manufacturing, from technical engineering and digital roles to food science, packaging, logistics and operational capability.

The UK is home to Mondelēz International's largest R&D workforce anywhere in the world, with Bournville R&D one of two centres in the UK. Our scientific capability in the West Midlands is instrumental to how we innovate and continue to deliver for consumers around the world. Modern food and drink manufacturing succeeds when it blends its heritage with innovation, but its growth potential across the regions is held back by the sector's exclusion from the Industrial Strategy.

OUR PEOPLE: GLOBALLY LEADING R&D IN THE UK&I

OVER 300 R&D scientists and engineers based in Bournville, our leading global hub for chocolate innovation.

60% of our UK&I R&D workforce is female.

OVER 500 research and collaboration agreements in place with academic institutions.

Across our West Midlands sites, we combine generations of craftsmanship with modern technology to keep our operations competitive. Since 2022 we have invested over £24 million in research and development in the UK, giving us the capability to not only create new products, improve recipes and explore new ingredients, but also to develop cutting-edge technologies, advanced packaging solutions and ingredient science that support healthier choices, enhance product quality and reduce environmental impact. These efforts include working to achieve net zero across our full value chain by 2050, adopting more sustainable manufacturing practices across our operations.

Breakthroughs are continually driven by teams in Bournville, where innovation is shaping the products, technologies and manufacturing methods of the future. Bournville is home to our global chocolate R&D Centre of Excellence. Every chocolate Mondelēz International

makes and sells begins life in Bournville. In recent years, that has resulted in innovative chocolate products such as Cadbury Biscoff, the most successful Mondelēz UK product launch in a decade, and Cadbury Delights, which provide consumers with a lower-calorie chocolate choice.

Despite this success story and our sector's track record of returning £9 for every £1 of public investment it receives, with numerous leading companies making the UK a base for R&D investment that drives regional growth – our sector is overlooked for public R&D funding that would enable us to go further. We believe there is a need for a dedicated growth plan for our sector, backed by expanding UK Research and Innovation funding to include food and drink manufacturing. With the right backing for research and innovation, UK food and drink manufacturing can be a central driver of national renewal and reindustrialisation in the years ahead.

REIMAGINING FOOD ENGINEERING TECHNOLOGIES

In partnership with Aston University, we are developing filtration-based technologies that can fine-tune the flavours, nutrients and aromas of food. The collaboration brings together membrane science experts in the Aston Institute for Membrane Excellence (AIME) with our Bournville-based R&D team. The exciting technology has several potential uses, including removing unwanted compounds during production, such as those responsible for bitterness, meaning high-cocoa chocolate can be made without the need for additional sugar.

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By bringing together the world's largest chocolate R&D centre in Bournville with nearby Aston University experts, we will explore technological advances that benefit both our products and consumers, and the local community in the West Midlands. Together, we look forward to developing ways to create exciting new flavours that cater to a range of different tastes. ”

Leesha Edwards, R&D senior process engineer

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This partnership is the first to apply Aston University's advances in membrane science to pioneer commercially viable techniques in food manufacturing. ”

Professor Alan Goddard, AIME training and industry lead, Aston university



INVESTING IN WEST MIDLANDS' COMMUNITIES

At Mondelēz International, investing in local communities is at the heart of who we are. Through the Cadbury Foundation, established in 1935, we have a long and proud tradition of giving back to the places where our people live and work. In the last 15 years, the Foundation has donated over £10 million supporting charitable causes, funding grassroots organisations, and empowering young people with the skills they need to thrive.

CADBURY FOUNDATION, 2025 IMPACT



- **£75,000** donated to 33 UK&I charities through our colleague Purple Heart Awards
- **4,800+** young people engaged in employability workshops supported by our volunteers
- MDLZ UK&I colleagues raised **over £155,000** for charities close to their hearts
- **£90,000** donated to Trussell to mark the Foundation's 90th year
- **£90,000** donated to 72 UK&I charities voted for by colleagues

Our award-winning Health for Life® programme, launched in Birmingham in 2011, brings together schools and local communities to grow, cook and eat healthier food while encouraging active lifestyles. Over 15 years, we have provided £5.4 million in funding, with more than 1,500 colleagues volunteering with practical hands-on help to create growing spaces for both schools and community areas. Backed by dedicated funding, the commitment of our employee volunteers, and partnerships with trusted organisations, these programmes reflect our deep-rooted belief that good growth starts in the communities around us.

HEALTH FOR LIFE'S IMPACT, 2011-2026



- **278,600** adults and children reached
- **239** schools involved in the programme
- **20** community food growing sites created across Birmingham
- **Over 3,000** Green Gym® sessions delivered at community sites

The FACTORY in a GARDEN



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Our long-term partnership with Mondelēz International, bringing Health for Life to the community in Birmingham, has been both inspiring and rewarding. The programme aims to improve people's health and wellbeing through developing food growing skills, being active outdoors and connecting with nature; these align perfectly with TCV's goals. Developing green spaces in urban settings and involving groups and individuals, who often face barriers to inclusion, is a key feature of our work and we have been delighted to see the difference the programme makes to those who join in with the community activities. ”



**Sally Grundy, Operations Leader,
The Conservation Volunteers West Midlands**

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Services For Education has been proud to work in partnership with Mondelēz International since the Health for Life® programme began in 2011. By combining Mondelēz's vision with Services For Education's deep local knowledge and expertise, we have built a programme that does more than just deliver funding and a framework to schools. It unlocks opportunity. It ignites curiosity. It gives children experiences and opportunities they may never have had. For many families, Health for Life opens the door to new habits, new confidence, and new ways of living well together. ”

**Lucie Welch, Education Adviser,
Services for Education**



A WEST MIDLANDS SUCCESS STORY

Cadbury



1824

IT ALL BEGAN WITH A SMALL SHOP ON BULL STREET, BIRMINGHAM, WHERE JOHN CADBURY SOLD TEA, COFFEE AND DRINKING CHOCOLATE

1847

AS DEMAND GREW, MANUFACTURING MOVED TO BRIDGE STREET AND CADBURY BECAME A TRUE CHOCOLATE MAKER

1866

A BREAKTHROUGH: THE DUTCH COCOA PRESS LET CADBURY CREATE COCOA ESSENCE, THE FIRST 100% PURE COCOA DRINK



1875

CADBURY CRAFTED ITS VERY FIRST EASTER EGG, STARTING A TRADITION THAT WOULD DELIGHT GENERATIONS

1879

SEEKING A BETTER LIFE FOR WORKERS, CADBURY MOVED TO A NEW FACTORY IN BOURNVILLE, SURROUNDED BY GREEN COUNTRYSIDE

1893

GEORGE CADBURY BOUGHT 120 ACRES TO BUILD A MODEL VILLAGE IN BOURNVILLE, DETERMINED TO END "THE EVILS OF CRAMPED LIVING"



1905

MILK TRAY ARRIVED, A BEAUTIFULLY SIMPLE IDEA THAT MADE GIFTING CHOCOLATE SOMETHING EVERYONE COULD ENJOY

A RECIPE THAT CHANGED EVERYTHING: DAIRY MILK, MADE WITH A GLASS AND A HALF OF FULL CREAM MILK IN EVERY BAR



1915

A HAPPY ACCIDENT: A WORKER NOTICED CHOCOLATE OVERFLOWING FROM MOULDS IN DELICATE FOLDS, AND FLAKE WAS BORN

1920

THE WORLD MET THE CREME EGG, DESTINED TO BECOME ONE OF THE MOST ICONIC SEASONAL TREATS EVER CREATED



1971

CADBURY WORLD OPENED ITS DOORS, INVITING FANS TO STEP INSIDE THE STORY OF THEIR FAVOURITE CHOCOLATE



1990

CADBURY CELEBRATED 200 GLORIOUS YEARS OF MANUFACTURING IN THE WEST MIDLANDS AND CRAFTING JOY THROUGH CHOCOLATE

2024

OVER TWO CENTURIES ON, CADBURY CONTINUES TO BRING MOMENTS OF JOY TO MILLIONS AROUND THE WORLD

TODAY

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International