

This is Greater Birmingham, UK



Business
Birmingham
West Midlands Growth Company



Cadbury, a multinational confectionery company, was established almost 200 years ago in Birmingham in 1824 and is now the second largest confectionery brand in the world.



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Find out more about Cadbury Mondelez
mondelezinternational.com

“Cadbury is intrinsically associated with the Birmingham area - a region renowned for innovation and creativity, and home to one of the UK’s most unique culinary hotspots. Testament to our confidence in the region, over £75 million has been invested in Bournville, Birmingham, home of Cadbury.”

Louise Stigant,
Managing Director UK

What Cadbury Mondelēz offers Birmingham

Cadbury, a multinational confectionery company, was established almost 200 years ago in Birmingham in 1824 and is now the second largest confectionery brand in the world.

Founded by John Cadbury, who opened a grocers shop in 93 Bull Street, Birmingham, the manufacturing business was subsequently born in 1831 when he decided to start producing on a commercial scale and bought a four storey warehouse in nearby Crooked Lane. His vision was shared by his brother Richard, and they began searching for a very special site for their new factory. Bournville, in Birmingham, was chosen.

Some of the world’s most iconic names in chocolate were and still are produced here, including the Cadbury Dairy Milk bar. Cadbury became part of the Mondelēz International family in 2010, and in 2012 a new global R&D centre opened in Bournville, Birmingham as part of a £200 million investment programme in the UK.

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What Birmingham offers Cadbury Mondelēz

The company has continued to invest in the region to take advantage of the wealth of talent and skills available, and now employs some 4,000 people. This has allowed Cadbury to create a ‘Centre of Excellence’ that includes new innovation laboratories, a test plant facility and a collaboration kitchen to put new ideas to the test.

Louise Stigant, Managing Director UK, commented:

“Cadbury is intrinsically associated with the Birmingham area – a region renowned for innovation and creativity, and home to one of the UK’s most unique culinary hotspots. Testament to our confidence in the region, over £75 million has been invested in Bournville, Birmingham, home of Cadbury, improving productivity levels and safeguarding Bournville for the next generation.

“The Cadbury brand continues to grow as the city flourishes. An ideal backdrop for both Cadbury and Mondelēz International, Birmingham is well-placed geographically with excellent transport links across the rest of the country and internationally”.



Louise Stigant
Managing Director UK



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About Business Birmingham

Business Birmingham is Greater Birmingham’s official inward investment programme; part of the West Midlands Growth Company (WMGC). Business Birmingham was recently named as the best regional Investment Promotion Agency in Western Europe by Site Selection magazine.

This project is partially funded by the England 2014 to 2020 European Structural and Investment Funds Growth Programme through its ERDF Investing in Greater Birmingham Project. Business Birmingham aims to position Greater Birmingham as a leading inward investment location and major engine of UK growth. For more information, visit Business Birmingham’s website or sign up to its newsletter.

European Regional Development Fund

The project has received funding from the England European Regional Development Fund as part of the European Structural and Investment Funds Growth Programme 2014-2020. The Department for Communities and Local Government (and in London the intermediate body Greater London Authority) is the Managing Authority for European Regional Development Fund.



EUROPEAN UNION
European Regional Development Fund

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