

press release



23 June 2006 – FOR IMMEDIATE RELEASE

Cadbury is conducting a recall of seven of its products in the UK.

The products affected are:

250 gram - Cadbury Dairy Milk Turkish
250 gram - Cadbury Dairy Milk Caramel
250 gram - Cadbury Dairy Milk Mint
Cadbury Dairy Milk 8 chunk
1 kilogram - Cadbury Dairy Milk
Cadbury Dairy Milk Button Easter Egg – 105 gram
Cadbury Freddo 10p

This is being done purely as a precautionary measure, as some of these products may contain minute traces of salmonella. Cadbury has identified the source of the problem and rectified it, and is taking steps to ensure these particular products are no longer available for sale.

Cadbury expects to have fresh stocks of these products back on the market in the near future.

The decision was made in consultation with the Food Standards Agency with whom Cadbury has worked closely.

"We've been making chocolate for over 100 years and quality has always come first", said Simon Baldry, the UK Managing Director of Cadbury, "We have taken this precautionary step because our consumers are our highest priority. We apologise for any inconvenience caused."

Cadbury is inviting consumers to return the products to Cadbury Recall, Freepost MID20061, Birmingham B30 2QZ for a full refund or ring our helpline number 0800 818181.
