

# Cadbury at a glance

U.S. food giant Kraft's hostile takeover of Cadbury – worth about \$19.7 billion – could lead to thousands of job losses at the British-based chocolate maker



**KRAFT**



**Cadbury:** World's second-largest confectionery company after Mars-Wrigley, making brands such as Dairy Milk chocolate and Trident gum

**Founded:** 1824 when *John Cadbury* opened a shop in Birmingham selling tea and cocoa

**Base:** Bournville, Birmingham with production at Somerdale near Bristol

**Workforce** 45,000

In 60 countries with 6,000 jobs in UK

**Revenue (2008)** £5.4bn (\$8.8bn)

**Operating profit** £638m (\$1.0bn)

Source: Company report

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