



## Cadbury Creme Egg

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### "Here today, goo tomorrow"

#### How Cadbury Creme Egg came about

Cadbury introduced its first creme-filled egg in 1923, but the brand we know & love today was not launched until 1971. In 1975 Cadbury Creme Egg was advertised for the first time on television, fuelling strong growth and cementing Cadbury Creme Egg as an Easter icon across the globe. In fact over 300 million Cadbury Creme Eggs are made each year, with a third being exported. Transcending age, Creme Egg is loved by young & old alike, who eagerly anticipate the return of Creme Egg every Spring.

#### How Cadbury Creme Egg is made

Cadbury Creme Egg is manufactured by pouring liquid chocolate into a half-egg shaped mould, which is then filled with white fondant and then a dab of yellow fondant to simulate the yolk. Because the fondant has a greater density than the chocolate, it doesn't mix together but pushes the chocolate outwards, (think Archimedes' theory of displacement when he sat in the bath and shouted "Eureka!"). Two mould halves are closed very quickly and cooled to allow the chocolate to set. When the moulds are opened, the eggs are transported, first to the foiling machines and then to the finished packing.

#### How do you eat yours?

With a chocolate shell, fondant creme (Goo) and yellow creme yolk, the Cadbury Creme Egg looks like a real egg inside and is unique in taste and experience. The distinctive & humorous Cadbury Creme Egg advertising 'How do you eat yours' has also made its mark on the world. Based on the fact that everyone does eat Creme Egg in their own unique way, 'How do you eat yours' has entertained viewers continuously since the 1980's and inspired generations of consumers to contemplate and ask each other... 'How do you eat yours?' The most recent advertising campaign has been to ask the Creme Egg buying public to "Release the Goo".

#### Quick Facts

So, how do people eat their Creme Egg?

53% of people bite off the top, lick out the 'creme' then eat the chocolate

20% just bite straight through

16% use their finger to scoop out the 'creme'

How people unwrap their eggs can also reflect their Creme Egg eating style, we have...

Delicate Peelers - To achieve a considered, methodical & subtle eat

Stage Peelers - Who unwrap just enough to keep the 'creme' off their fingers

Quick Discarders - Who rip off the foil as they just can't wait to eat their Creme Egg

#### Not only but also

In the UK, Creme Egg is the most popular (unit sales) chocolate single between January & Easter, outselling its rival by more than 2 to 1.

The Cadbury Creme Egg plant at Bournville UK can produce more than 1.5 million eggs per day.

In the UK, over 200 million Creme Egg's are sold annually, 3 for every person in the UK.

If you laid all the eggs made on the Creme Egg plant end to end, they would stretch all the way from the Bourneville factory in Birmingham UK to Sydney in Australia - that's 12,000 miles.

You can buy a single Cadbury Creme Egg, packed in threes or in a 6 or 12 pack. A smaller replica Mini Creme Egg was also introduced in 1994.

Creme Egg is made all year round on the Bournville plant; however we only sell the eggs to retailers between January and Easter each year.

### **Where you can buy Cadbury Creme Egg**

Cadbury Creme Egg is available from New Year's Day to Easter Day. Creme Egg lovers work out how to eat theirs in the UK, USA, Canada, Australia and New Zealand.

Cadbury Plc is committed to developing great-tasting products that you, the consumer, loves. Since people's preferences vary from market to market, so do our products. This is reflected in the broad variety of sizes and flavours of products that we offer our consumers worldwide.

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## Cadbury Creme Egg Twisted

Posted by [Dom](#)



I've been waiting for this for ages, but with the lack of any review samples coming from Cadbury, I had to wait for it to appear in my local shop. Which happened at about 8:31 this morning.

(Come on Mr Cadbury, I know you're reading - why aren't you sending us free stuff!? We're incredibly easy to bribe!)

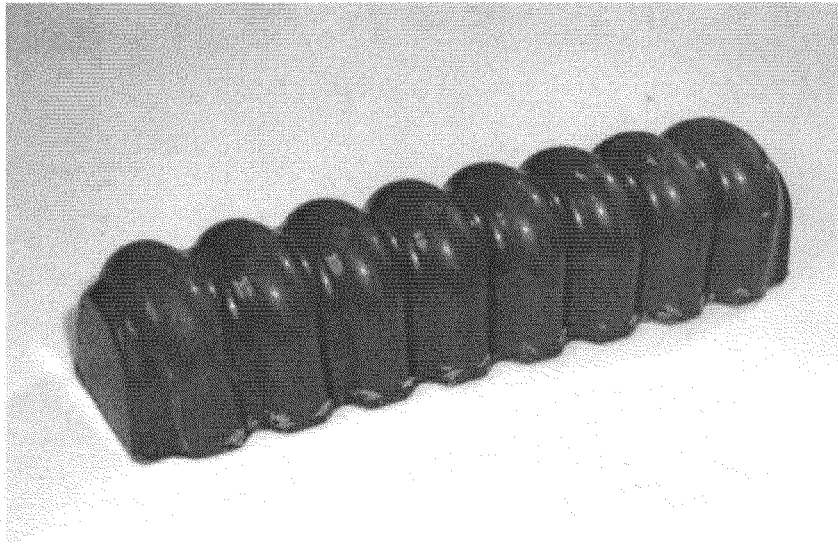
"So what's this Twisted thing then!?" I hear you cry.

Well that's simple. It's Cadbury Dairy Milk chocolate with a Creme Egg filling.

"But haven't Cadbury done that before!?" you ask.

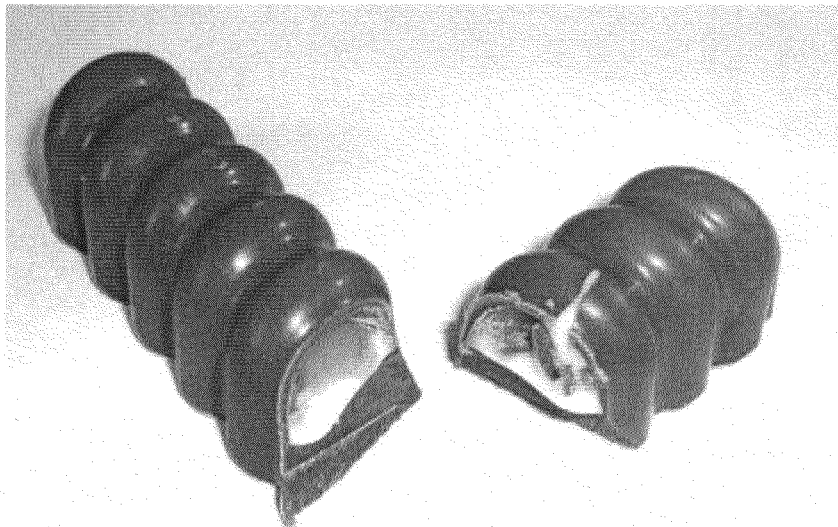
Another good question, dear reader. And the answer is of course, "yes!". Two years ago, they came out with "Cadbury Dairy Milk with Creme Egg", which was nice, but the name didn't exactly roll off the tongue quite as easily as a Creme Egg would.

There are two main differences between that bar and this one. The first is the shape:



Rather than being divided into traditional Cadbury chunks, this bar has a much more distinctive shape. Obviously designed to look like it's been twisted, the chocolate has a thick base, while the top is made of thin chocolate and vaguely resembles a screw thread.

Inside, that leaves quite a bit of room for that yummy, sickly, sticky, icky Creme Egg fondant filling. Because there's no clear definition between the chunks, you get more of it than you did in the old Dairy Milk bar.



"So what's the second difference then?" you ask.

My, you are an inquisitive reader today!

The second difference isn't in the bar itself, but in the branding. Despite having all the same ingredients as its older sibling, there's no trace of the words "Dairy Milk" on this bar. This might seem like a small thing, but it's definitely one I welcome. I've talked before about how much I hate the Dairy Milk "superbrand" because it limits how creative they can be because practically everything they do has to be shoehorned into the same, slightly dull brand.

This slightly freakish little bar of fun shows that Cadbury do still have what it takes to come up with something a little more interesting, even though strictly speaking nothing here is new.

But I know you still want to know how it tastes...

Well, it tastes like a Creme Egg. So you'll either love it, or... well, love it.


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## 8 Comments

1.  [James](#)  
May 23, 2008 : [11:22pm](#)

Hi Dom,


this has been hotly commented on Chocolate Mission and the consensus (sp?) seems to be that despite it still retaining the great creme egg taste its a little disappointing considering this is what Cadbury's deem as their 'most exciting innovation of the year'....it makes for a relatively dull year in Cadburys land dont you think :(

Jim

2.  Dom  
May 24, 2008 : [9:58am](#)


I disagree.

This is a step forward for Cadbury, not because of what's in it, but because of how the bar is branded. If it does signal the start of a move away from the Dairy Milk branding, than that will give them much more flexibility in the future.


3.  kladyelf  
May 24, 2008 : [10:01am](#)

Yay!

Now all we have to do is wait for it to come to Oz... specifically, my little bit of it >:D


4.  Lou Pardi  
May 24, 2008 : [4:37pm](#)

mm I'm getting centipede from that shape... but all the same... welcome to the rest of the year little one

5.  James  
May 24, 2008 : [10:44pm](#)

Dom - i see what you mean but that still dosent change the fact that its really nothing new...as I said if this wasnt the only innovation we could expect from Cadbury this year I wouldnt be as disappointed..maybe its not the product im disappointed in..more the prospects of us not getting anything new!

Jim


6.  Molly  
May 25, 2008 : [10:31am](#)

Oh, yum...just knowing that's out there in the universe makes me happy. :-)

7.  Chris  
June 21, 2008 : [7:23pm](#)

i love the look of these bars, but dont know what they are like or taste like, but i love the original creme eggs, what only come at easter time:(:(, and when i taste this NEW creme egg twisted bar, when i get one at some point, i bet id love these even more than the original creme egg it self, i think, hahaha

<http://www.bebo.com/cremeeggtwisted>

8.  tara  
February 6, 2009 : [2:19pm](#)

i really do like the look of these chocolate bars, they probably taste exactley the same but i feel that i would get more pleasure eating an egg instead, as there is more filling then the chocolate bar itself. I would want a free sample though!! thanks :)

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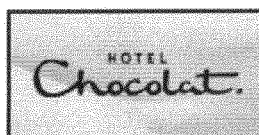
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## Creme Eggs get twisted sister

Mark Sweney

guardian.co.uk, Tuesday 20 May 2008 14.35 BST

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Cadbury is breaking with almost 90 years of tradition by launching a chocolate bar spin-off of the Creme Egg, backed by a TV ad campaign portraying it as the "evil" offspring of the much-loved Easter treat.

The confectionery company, which first started producing a version of the Creme Egg in the 1920s, is launching a £2m TV campaign to introduce Creme Egg Twisted.

Two TV commercials borrow from movies including Godzilla and Terminator.

Cadbury's TV campaign opens with a Creme Egg being splattered into goo by a whisk. The goo then reforms - echoing Robert Patrick's liquid cyborg from Terminator 2 - into an animated caterpillar-like chocolate bar. The Twisted bar then comes to life and starts firing off chunks of goo.

Cadbury, which is launching the first TV ad during the Champions League final on ITV1 on Wednesday, will make the bar available throughout the year while Creme Eggs will still be available in the key Easter period.

"This campaign is about the dark side of Creme Egg," said Neil Simpson, the chief executive of Cadbury's ad agency, Publicis, which has produced the ad.

"We wanted to build on the success of the theme of the Creme Egg campaign and introduce a twisted sibling. The campaign has a more contemporary feel to it, compared to traditional advertising campaigns for the brand, inspired by the way the Creme Egg is made."

In January, Publicis developed a series of 20 short TV ads that featured Creme Eggs being split open in ever more elaborate ways with objects including a hammer, a fire and a ghetto blaster.

The finale of the campaign, which ran up until Easter and used the strapline "Here today, Goo tomorrow", was a TV ad featuring 225 Creme Eggs being "goed" in mousetraps.

In 2006 Cadbury launched a Dairy Milk bar with Creme Egg flavouring - but this is the first time the chocolate maker has launched a bar under the Creme Egg brand.

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8am GMT

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## Cracking finale for Creme Egg push

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Mark Sweney

guardian.co.uk, Monday 17 March 2008 14.13 GMT

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A TV ad featuring 225 Creme Eggs being "gooed" in mousetraps marks the finale of Cadbury's multimillion-pound campaign in the run-up to Easter.

The TV ad, which breaks tonight, tested the mettle of the ad agency Publicis London, requiring 23 hours to set up but just nine seconds to shoot.

The mousetrap extravaganza forms the finale of 20 short ads that began on January 1, the earliest Cadbury has ever started a Creme Egg campaign, with each commercial focusing on a different way to get the white and yellow fondant "goo" out of one of the chocolate eggs.

Each of the 20 ads has featured Creme Eggs being split open in ever more elaborate ways with objects including a hammer, a picture and ghetto blaster.

The tongue-in-cheek ad campaign uses the strapline "Here today, goo tomorrow".

Publicis eschewed the usual method of developing one or two full-length TV commercials and instead opted for a viral internet-style series of short clips up to 15 seconds long.

"I can't remember a campaign that Cadbury has done that has used shorter time length ads," said Cadbury UK's marketing director, Philip Rumbol.

"In many respects the clip length of the ads really has an online ethos at its heart. The target market is 16- to 24-year-olds and we need to be about interest and variety, rather than just creating one or two ads that you keep banging."

Cadbury is now planning to edit a version of the finale mousetrap ad in slow motion, with a symphonic soundtrack, to be released online.

The TV campaign has been supported by outdoor and digital advertising and saw a departure from 23 years of using the "How do you eat yours?" concept for Creme Egg.

Cadbury has also involved Creme Egg in a stunt within Bebo's online drama KateModern that saw one of the show's characters, playing a PR girl, attempt to manage the brand with a comic egg free-for-all in Leicester Square.

Watch previous Creme Egg ads [on YouTube here](#).

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**BREAKING: New TV Ad From WKD**

## Cadbury launches Creme Egg Twisted

Saturday, 26 April 2008

Cadbury Trebor Bassett (CTB), the UK's No.1 confectionery manufacturer, will be providing the Creme Egg experience all year round with the launch of Cadbury Creme Egg Twisted.



The new product has Creme Egg "goo" twisted in a chocolate tube and has an RRP of £0.46.

Launching on 19th May, Cadbury Creme Egg Twisted is CTB's biggest chocolate innovation this year. There will also be a brand new TV advertising campaign airing on 21st May to promote the bar.

A £2 million marketing spend will support the launch, including TV advertising, digital, PR and dedicated point of sale (POS). Cadbury Creme Egg Twisted, which replaces the Cadbury Dairy Milk variant, reflects the personality of the Creme Egg brand in a fun and novel way, delivering the same great taste in an innovative bar.

Twisted is the perfect solution for on-the-go consumption and the success and popularity of the Creme Egg brand offers a unique opportunity for retailers to capitalise on the all year round sales.

The TV advertising campaign will carry the strapline, "It's no Creme Egg... it's Twisted!" and picks up where the recent 'Here today, Goo tomorrow' ads for Cadbury Creme Egg left off.

Out of the wreckage of an exploded Creme Egg the new Twisted bar – the evil cousin of the Creme Egg - comes to life in a sinister, horror-style transformation and begins causing mayhem.

As with the Cadbury Creme Egg adverts in which the eggs embark on a series of amusing missions to 'release their goo', the Cadbury Creme Egg Twisted adverts will be in a similarly light-hearted tone, showcasing the mischievous personality of the new bar.

The first screening of the ad is scheduled to take place on 21st May during the high profile Champions League final. There will be two adverts, both 30 seconds in length beginning with a top and tail format for first few days only, showing 10 seconds at the start of the break and the last 20 seconds at the end.

Research from CTB revealed that 90% of consumers would like the Creme Egg experience throughout the year and as the "goo", not the egg shape, is the key driver for consumption, the new format will appeal to both existing consumers and promote new trial.

Kate Harding, Trade Communications Manager at Cadbury Trebor Bassett comments: "Cadbury Creme Egg is the number one selling chocolate single in Spring and we are very excited about the launch of Cadbury Creme Egg Twisted which we hope will prove extremely popular with consumers.

"Twisted reflects the Cadbury Creme Egg personality in a convenient to eat and exciting format that will become part of shoppers repertoire all year round. Retailers should take advantage of the dedicated POS and use it in-store to drive trial at launch."

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