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Press Release

Open up your experience with ‘OREO Thins’ Highlighting first-ever thin and crispy cookies Targeting young and working adults

Bangkok, 30 August 2017 – Thanks to its famous original taste and the iconic “twist, lick, dunk” ritual, OREO has continued to gain popularity all across the world including in Thailand. Global Snacking Powerhouse **Mondelēz International (Thailand) Company Limited** now introduces ‘**OREO Thins**’, the newest iteration of OREO, in a thin, crispy and delicate cookie that comes in two flavors, Vanilla Delight and Tiramisu, offering a delicious new snacking experience for Thai consumers. OREO Thins is designed to satisfy generation Y consumers, especially health-minded ones, and deliver instant delicious moments more often and all day long. The launch event at the M Floor event space, Terminal 21 shopping mall, was joined by much-loved superstar Mew-Nittha Jirayungyuen, and Tom-Issara, lead vocalist of Room 39 band as well as other cookie-loving celebrities all keen on celebrating the latest innovation of OREO.

Thanks to its extraordinary 3-millimetre thin biscuit, the crispy, light and delicate texture of OREO Thins is bound to attract the interest of ‘Gen Y’ consumers. The two flavors, featuring the all-time favorite original flavor of *Vanilla Delight*, and the sophisticated dessert-inspired *Tiramisu*, allow OREO fans to enjoy a new snacking experience more frequently and all day long.

Mondelēz International Thailand executives led by Mr. Tanant Suwanraks, Country Head, Mr. Richard Lawrence, Biscuits Marketing Director, Southeast Asia, Ms. Nattanee Kasemrattakul, Head of Corporate and Government Affairs, Mr. Anuraag Agarwal, Biscuits Brand Manager, and well-known celebrity Mew-Nittha Jirayungyuen unveiled their first impressions and experiences of the exceptionally thin and crispy OREO Thins while Tom-Issara, vocalist with Room 39, performed an exclusive mini concert at the celebratory launch event.

Open up your experience with OREO Thins, a thin and crispy biscuit with a delicate and light cream texture available in two flavors, Vanilla Delight and Tiramisu, priced at 35 baht (95-gram size). They’re available now at convenience stores and later in November available at hypermarkets and supermarkets and leading stores nationwide. For more information and promotions, please visit www.facebook.com/oreo/

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About Mondelēz Thailand

Mondelez International (Thailand) Co., Ltd. is part of Mondelez International, Inc. In Thailand, we manufacture and market power brands including Halls candy; Dentyne gum; Clorets compressed mint and gum. Other brands available in Thai market include Oreo, Chips Ahoy cookies; Ritz crackers; and cheese. Every day, our 1,300 employees nationwide create delicious moments of joy as we make the products that make people smile. Visit www.mondelezinternational.com and www.facebook.com/mondelezinternational.

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