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## Press Release

### **Mondelēz Thailand introduces ‘Ritz Flavored Cracker’ to reinforce its leadership in biscuits market**

#### ***Offering three new delicious flavors with health nutrients***

**Bangkok, 20 February 2018** – Global snacking powerhouse **Mondelēz International (Thailand) Company Limited** introduces “**Ritz Flavored Cracker**” a rich, butter flaky taste cracker in a grab-and-go pack with three new flavors to reach out to young professionals aged 18-34 years old. The company aims to become the number-one cracker brand of Thailand’s biscuit market in modern trade within 2019.

**Mr. Tanant Suwanraks, Country Head, Mondelēz International (Thailand) Company Limited**, said, “Ritz is a leading cracker brand from the United States with a long-standing history that has offered a taste of good life for over 82 years. Our brand’s belief that *‘the good life today is one we create for ourselves, formed around the people that we care about and the things that truly matter’* transmitted into the true richness in each bite has made Ritz one of the most iconic cracker brands among the mind of Thai consumers. With its global market expertise and extensive experience, Ritz’s goal is to capture a larger market share at 9% to become the number-one cracker brand in Thailand’s biscuit market crackers segment in modern trade within 2019. The launch of three new flavors will strengthen Ritz’s position among its existing consumers, while also expanding its target customer base to cover young professionals and young families.”

**Mr. Anuraag Agarwal, Biscuits Brand Manager, Mondelēz International (Thailand) Company Limited**, added, “The launch of Ritz Flavored Cracker reflects the company’s commitment and constant development to deliver the best products and innovations that serve the Thai market’s needs. This is the first time that Ritz is participating in the flavored cracker segment, which is currently the main source of growth for the entire crackers market. Ritz Flavored Cracker is available in three new flavors, Wheat, Seaweed and unique Barbecue. It’s aimed to be an everyday snack for those who are health-conscious but would like to enjoy taking some snacks as it has a rich taste and plentiful health nutrients including calcium, vitamin D, dietary fibers and vitamin E, and comes in a grab-and-go style pack which offers more convenience to consumers.”

In order to promote the brand awareness of Ritz Flavored Cracker in Thailand’s crackers market, Mondelēz will employ the following three core marketing strategies to reach target consumers;

1) **Shift brand towards unique positioning:** Conveying the message of Ritz Flavored Cracker as a wholesome, tasty and convenient everyday snack available in three flavors; Wheat, Seaweed and unique Barbecue.

2) **Engage consumers in every possible channel:** Ritz will utilize both offline and online media, including TV commercials as well as appealing in-store displays for its communications

campaign. Facebook will also play a significant role as the main digital channel that helps the brand reach its target consumers more effectively.

3) **Drive sales through product trial activities:** Impactful and outstanding visibility in retail displays as well as sampling to offer an opportunity for consumers to try the new products will also be implemented at participating stores nationwide.

“We are confident that the various range of Ritz products, from the existing filling varieties which are Original, Cheese and Lemon, to the addition of three new flavors in a new packaging and the extensive marketing campaigns will significantly leverage Ritz’s success in Thailand and make the crackers market more active. These efforts will eventually drive the Ritz brand to achieve the number one share of Thailand’s biscuit market crackers segment in modern trade within 2019,” concluded Mr. Tanant.

Indulge your taste buds with a new experience from Ritz Flavored Cracker, a rich, butter flaky taste cracker available in three flavors, Wheat, Seaweed and unique Barbecue, priced at THB 10 (25-gram size) and THB 65 (200-gram size). They are now available at hypermarkets, supermarkets and leading stores nationwide.

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#### **About Mondelēz Thailand**

Mondelēz International (Thailand) Co., Ltd. is part of Mondelēz 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 more moments of joy as we make the products that make people smile. Visit [www.mondelezinternational.com](http://www.mondelezinternational.com) and [www.facebook.com/mondelezinternational](https://www.facebook.com/mondelezinternational).

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