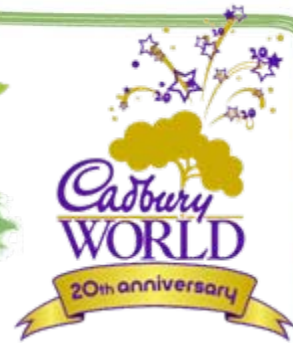


memory lane tour

£13.95 per person



Take a trip down Memory Lane with our increasingly popular nostalgic trip. Cadbury World's Memory Lane tour combines an informative talk about the Bournville village and Cadbury with a fully guided heritage tour around Cadbury World for adult groups.

Our Memory Lane tour attracts visitors who want to learn about the heritage of the Company and the village of Bournville. It serves the interests of the many nostalgics - especially amongst the senior citizens - who are attracted to Cadbury World by the history of Bournville and the Quaker ethics, as well as the chocolate!

itinerary

- Tour of the village with a member of the Cadbury World heritage team.
- Comfort break before joining their guide in the main Exhibition.
- The Cadbury Story in the themed auditoriums.
- Visitors find out how Cadbury famous brands are made at the interactive video stations.
- Arrive in the Demonstration area to have a go at writing your name in fresh liquid chocolate.
- Continue on to the Bournville Experience, our new heritage centre.
- Then discover the secret of Cadbury Dairy Milk, in Essence, where visitors have a purely indulgent experience.
- Afternoon tea of scones and sandwiches is served in our restaurant.
- Each visitor is presented with a bar of Bournville dark chocolate, an old favourite for all.
- On completion of the tour visitors are returned to the main reception where they can browse our souvenir shop before making their way home.



Please note:

- It is estimated that your group will need 2 hours for the whole trip. 15 or more people are needed to qualify for this deal. Final numbers should be issued 2 days before the visit. Please be aware that you will be charged for the number of people quoted in your final figures. If any additional people arrive on the day, you will be charged for them.
- Please ensure that the staff member can be seated/belted in a courier seat, and the coach has a working microphone. A valid motor insurance certificate to cover the member of staff will need to be shown on arrival at Reception.
- This particular visit is only available off-peak, Monday to Friday (please refer to our 2010 peak/off-peak calendar). It is not a complete tour of Cadbury World, as it omits much of the attraction that may be considered to have more appeal to children.

for more information and to make a booking please call: 0844 880 7667.