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CADBURY WORLD UNWRAPS THE ESSENCE OF DAIRY MILK AT ITS BRAND NEW ATTRACTION

Cadbury World will today unveil its brand new attraction, Essence, with help from Heart FM's Breakfast Show presenter Ed James.

Travelling through time from an early 20th century laboratory to a futuristic servery, Essence will uncover the secrets of Dairy Milk and celebrate the nation's favourite chocolate with a cavalcade of the brand's iconic bars across its one hundred year history.

Essence gives visitors a unique opportunity to concoct their very own chocolate creation, combining warm liquid milk chocolate with extra special additions, from popcorn and honeycomb to mint chips and jelly babies. With liquid chocolate pumped continuously through the attraction, the tempting aroma of Cadbury Dairy Milk suffuses the entire building.

Gerrard Baldwin, General Manager of Cadbury World, said:

"The launch of Essence is hugely exciting for us. The story of Cadbury and an exciting futuristic vision are all captured perfectly to give parents and children alike a whirlwind trip through the story of Dairy Milk, and beyond."

The attraction officially launches after a significant £2 million investment programme at Cadbury World, and will be the first of two new interactive areas to open in 2006.

Gerrard Baldwin continued:

"We are constantly improving our product to ensure that we deliver even better value for our customers and our record visitor numbers in 2005 are testimony to this approach.

With such a range of new experiences on offer this year, this growth is set to continue in 2006".

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