

**Cadbury is to get rid of palm oil from its chocolates following a
Public outcry over its inclusion**

(August 2009)

The problem

Cadbury started using palm oil recently as part of a cost-cutting exercise which also saw the 150g and 250g bars shed about 20 percent of their weight.

Replacing a portion of the cocoa butter ingredient with palm oil raised the ire of consumers, both over the taste and the source.

Environmentalists called for a boycott over concerns palm oil production damaged rainforests.

The response

The Cadbury management said the decision to bring back the old recipe was a direct response to consumer feedback.

Cadbury had purchased only certified sustainable palm oil, but regardless, the public had spoken.

Cadbury said the price of the cocoa-butter-only chocolate would not be affected by the move.