

CADBURY PUBLIC LTD CO  
Form 425  
September 08, 2009

Filed by Kraft Foods Inc.

Pursuant to Rule 425

Under the Securities Act of 1933

Subject Company: Cadbury plc

Commission File No.: 333-06444

The following communications are available at [www.transactioninfo.com/kraftfoods](http://www.transactioninfo.com/kraftfoods) and/or [www.kraftfoodscompany.com](http://www.kraftfoodscompany.com) and/or were otherwise disseminated by Kraft Foods.

#### **FORWARD-LOOKING STATEMENTS**

These communications contain forward-looking statements regarding Kraft Foods' possible offer to combine with Cadbury plc. Such statements include statements about the benefits of the proposed combination, expected future earnings, revenues and cost savings and other such items, based on Kraft Foods' plans, estimates and projections. These forward-looking statements involve risks and uncertainties that could cause actual results to differ materially from those predicted in any such forward-looking statements. Such factors include, but are not limited to, the possibility that the possible offer will not be pursued and the risk factors set forth in Kraft Foods' filings with the U.S. Securities and Exchange Commission (SEC), including Kraft Foods' most recently filed Annual Report on Form 10-K and subsequent reports on Forms 10-Q and 8-K. Kraft Foods disclaims and does not undertake any obligation to update or revise any forward-looking statement in these communications except as required by applicable law or regulation.

#### **ADDITIONAL U.S.-RELATED INFORMATION**

Each of these communications is provided for informational purposes only and is neither an offer to purchase nor a solicitation of an offer to sell shares of Cadbury plc or Kraft Foods. Subject to future developments, Kraft Foods may file a registration statement and/or tender offer documents with the SEC in connection with the proposed combination. **Cadbury plc shareholders should read those filings, and any other filings made by Kraft Foods with the SEC in connection with the proposed combination, as they will contain important information.** Those documents, if and when filed, as well as Kraft Foods' other public filings with the SEC may be obtained without charge at the SEC's website at [www.sec.gov](http://www.sec.gov) and at Kraft Foods' website at [www.kraftfoodscompany.com](http://www.kraftfoodscompany.com).

**Contacts:** Lisa Gibbons (media)  
+1-847-646-4538

[news@kraft.com](mailto:news@kraft.com)<mailto:kknuth@kraft.com>

Chris M. Jakubik (investors)  
+1-847-646-5494

[ir@kraft.com](mailto:ir@kraft.com)<mailto:kknuth@kraft.com>

**KRAFT FOODS EXTENDS PRESENTATION AT BARCLAYS CAPITAL**

**BACK-TO-SCHOOL CONSUMER CONFERENCE**

*Webcast to Begin 15 Minutes Earlier than Previously Announced*

NORTHFIELD, Ill. Sept. 8, 2009 Kraft Foods Inc. (NYSE: KFT) announced that the live audio webcast of its presentation at the Barclays Capital Back-to-School Consumer Conference on Wednesday, Sept. 9, 2009, now will begin at 7:15 a.m. EDT.

The webcast will be available in the investor center section of Kraft Foods corporate web site [kraftfoodscompany.com](http://kraftfoodscompany.com) and will be archived at [kraftfoodscompany.com](http://kraftfoodscompany.com).

Kraft Foods ([kraftfoodscompany.com](http://kraftfoodscompany.com)) makes today delicious in 150 countries around the globe. Our 100,000 employees work tirelessly to make delicious foods consumers can feel good about. From American brand icons like *Kraft* cheeses, dinners and dressings, *Maxwell House* coffees and *Oscar Mayer* meats, to global powerhouse brands like *Oreo* and *LU* biscuits, *Philadelphia* cream cheeses, *Jacobs* and *Carte Noire* coffees, *Tang* powdered beverages and *Milka*, *Côte d'Or*, *Lacta* and *Toblerone* chocolates, our brands deliver millions of smiles every day. Kraft Foods (NYSE: KFT) is the world's second largest food company with annual revenues of \$42 billion. The company is a member of the Dow Jones Industrial Average, Standard & Poor's 500, the Dow Jones Sustainability Index and the Ethibel Sustainability Index.

make today delicious



We are the world's second largest food company with annual revenues of \$42 billion

Millions of times a day, in about 150 countries, consumers reach for their favorite Kraft Foods brands. And, in the U.S., our products are present in more than 99 percent of households.

We proudly market nine brands with revenues exceeding \$1 billion, including: Kraft, Jacobs, LU, Maxwell House, Milka, Nabisco and its Oreo brand, Philadelphia, and Oscar Mayer. More than 50 additional brands have revenues greater than \$100 million. More than 40 of our brands are at least 100 years old.

More than 80 percent of our revenues come from products that hold the No. 1 share position in their respective categories. And, more than 50 percent of our revenue is driven by categories where our market share is twice the size of the nearest competitor.

Our 98,000 employees work tirelessly to make delicious foods consumers can feel good about. We make our products at 168 manufacturing and processing facilities worldwide.

We make a delicious difference by fighting hunger and supporting healthy lifestyles. Since 1997, we have provided more than 1 billion servings of food.

Our company is a member of the Dow Jones Industrial Average, Standard & Poor's 500, the Dow Jones Sustainability Index and Ethibel Sustainability Index. To learn more about the company's sustainability initiatives, visit <http://kraftfoodscompany.com/About/sustainability>.

DIGIORNO A.1. PLANTERS TOMBSTONE PIZZA Stove Top TASSIMO Cracker Barrel CAPRISUN

Freia JELL-O JACOBS NABISCO Lunchables LACTA KRAFT Velveeta TOBLERONE

Macaroni & Cheese Wheat Thins Oscar Mayer KRAFT TIGER Milka KRAFT Singles CLUB SOCIAL

Cote d'Or Since 1883 Maxwell House LU TANG Kraft PHILADELPIA CARTE NOIRE Kool-Aid california PIZZA KITCHEN

Back to NATURE Miracle Whip RITZ OREO Triscuit Chips Ahoy! CRYSTAL Light GREY POUPON

#### Top Institutional Holders\*

(Shares in Millions)

Name Shares % of KFT

Berkshire Hathaway, Inc. 138.3 9.4%

State Street Global Advisors 77.0 5.2%

Barclays Global Investors NA 56.8 3.9%

Vanguard Group, Inc. 47.1 3.2%

Capital World Investors 46.4 3.2%

Triam Fund Management L.P. 34.4 2.3%

Morgan Stanley & Co., Inc. 27.9 1.9%

Barrow, Hanley, Mewhinney & Strauss, Inc. 24.9 1.7%

Bank of New York Mellon 20.9 1.4%

Edgar Filing: CADBURY PUBLIC LTD CO - Form 425

Fidelity Management & Research 17.9 1.2%

\*As of December 31, 2008 per 13F filings





















































































Three Lakes Drive  
Northfield, IL 60093

[www.kraftfoodscompany.com](http://www.kraftfoodscompany.com)

[Form of Letter Sent to Certain Political and Union Leaders in the U.K.]

[Addressee]

[Title]

[Address]

7 September 2009

Dear [Addressee],

I wanted to let you know we publicly announced today that we have made a proposal to the Board of Directors of Cadbury plc about the possibility of combining our two companies.

We have great respect for Cadbury plc, its employees, its brands and its proud heritage. This proposed combination is about growth. We are eager to build upon Cadbury's iconic brands and strong British heritage through increased investment and innovation.

These are early days for our proposal, but we hope to engage with the Board of Cadbury on a constructive basis with the goal of agreeing a recommended transaction.

I would be very happy to answer any questions you may have about our intentions. More detailed information about our company and our proposal can be found on our corporate web site [www.kraftfoodscompany.com](http://www.kraftfoodscompany.com).

Yours sincerely,

[Kraft Foods Officer/Director]

[Title]

#### **FORWARD-LOOKING STATEMENTS**

This document contains forward-looking statements regarding our possible offer to combine with Cadbury plc. Such statements include statements about the benefits of the proposed combination, expected future earnings, revenues and cost savings and other such items, based on our plans, estimates and projections. These forward-looking statements involve risks and uncertainties that could cause actual results to differ materially from those predicted in any such forward-looking statements. Such factors include, but are not limited to, the possibility that the possible offer will not be pursued and the risk factors set forth in our filings with the US Securities and Exchange Commission (SEC), including our most recently filed Annual Report on Form 10-K and subsequent reports on Forms 10-Q and 8-K. We disclaim and do not undertake any obligation to update or revise any forward-looking statement in this document except as required by applicable law or regulation.

#### **ADDITIONAL US-RELATED INFORMATION**

This document is provided for informational purposes only and is neither an offer to purchase nor a solicitation of an offer to sell shares of Cadbury plc or Kraft Foods. Subject to future developments, Kraft Foods may file a registration statement and/or tender offer documents with the SEC in connection with the proposed combination. **Cadbury plc shareholders should read those filings, and any other filings made by Kraft Foods with the SEC in connection with the proposed combination, as they will contain important information.** Those documents, if and when filed, as well as Kraft Foods' other public filings with the SEC may be obtained without charge at the SEC's website at [www.sec.gov](http://www.sec.gov) and at Kraft Foods' website at [www.kraftfoodscompany.com](http://www.kraftfoodscompany.com).

#### **RESPONSIBILITY STATEMENT**

The directors of Kraft Foods each accept responsibility for the information contained in this document, save that the only responsibility accepted by them in respect of information in this document relating to Cadbury plc or the Cadbury Group (which has been compiled from public sources) is to ensure that such information has been correctly and fairly reproduced and presented. Subject as aforesaid, to the best of the knowledge and belief of the directors of Kraft Foods (who have taken all reasonable care to ensure that such is the case), the information contained in this document is in accordance with the facts and does not omit anything likely to affect the import of that information.