

Mondelez Morsels

Spring is almost here and, with it, Easter. Over the years, Mondelez International Inc. (MDLZ) has created a cultural icon of the holiday, though you may not recognize their name at first glance.

Mondelez International Inc. owns a multitude of familiar brands, including such products as Oreos, Sour Patch Kids, Chips Ahoy!, and, most notably for this time of year, Cadbury and Cadbury Crème Eggs (“Mondelez” 2019). Cadbury Ltd. is headquartered in Uxbridge, England, proving that the famous chocolate eggs are not just popular in America, but across the pond as well (“Cadbury Ltd.” 2019).

In fact, consumers in the United Kingdom may be in for a bit of a surprise when they go shopping for their Easter candy this year. Due to a drastic raise in cocoa prices late last year, Mondelez has downsized a number of Cadbury’s Easter Egg lines for 2019 in order to keep the cost of their chocolate affordable (Perkins 2019).

Despite the smaller sizes, though, not all hope is lost for a tasty Cadbury treat. This year, Mondelez will be launching a couple of new products in the UK, including the Cadbury Oreo Egg, Cadbury Dairy Milk Easter Bunny, Crunchie Inclusion Egg, and the Cadbury Picnic Shell Egg (“Cadbury unveils” 2018).

Sources:

Cadbury Ltd. (2019, February 13). Retrieved from <http://bi.galegroup.com/global/company/417>

Cadbury unveils a basketful of new products for Easter 2019. (2018). *Convenience Store*, 27. Retrieved from Business source Ultimate Database.

Perkins, Carina. (2019). Mondelez shrinks pack sizes across Cadbury Easter range. *Grocer*, 38. Retrieved from Business Source ultimate Database.

Mondelez International Inc. (2019, February 13). Retrieved from <http://bi.galegroup.com/global/company/204102>

Time for a Break

It’s that time of year again—the much anticipated Spring Break is drawing near. Just like you, we will be taking a little break as well. WCL’s hours will be shortened during Spring Break, so be sure to take note if you plan on staying in Aggieland:

| | |
|--|----------------|
| March 10th | 1-5pm |
| March 11th – 14th | 8am-5pm |
| March 15th & 16th | 1pm-5pm |

We will reopen on Sunday, March 17 at noon to resume our regular hours. Enjoy your Spring Break and stay safe, everyone!

What’s Going On?

The semester can get a little crazy at times, especially with everything that you need to keep track of: homework, exams, project due-dates, meetings, organizations... Wouldn’t it be nice to have a place of reference for campus events? Though we may not be able to help manage your daily life for you, we *can* help you keep track of events...as far as the goings-on of Mays Business School go, anyway.

Did you know that the Mays Business School’s “Events” page has an entire calendar filled with helpful information? Speakers, lecture series, application deadlines, information sessions, and more can be found arranged by month, date, and location. Take a look for yourself and see if there’s anything to mark on your own calendar.

<https://mays.tamu.edu/events>



WEST CAMPUS LIBRARY

Libraries Contact Information:

Evans:

979.845.3731

West Campus:

979.862.2111

Medical Science:

979.845.7428

Reserve a study room online at the library homepage:
wcl.library.tamu.edu under Quick Links!

Copies of the newsletter are available at the Ask Us Desk or Oak Trust
oaktrust.library.tamu.edu

