



Brand Fact Sheet

Easter Facts

Key Facts

- Cadbury makes around 500m Creme Eggs every year although they are only sold between New Year and Easter
- More than a third will be exported, mainly to the USA where they are very popular
- If you piled all the Creme Eggs made in a year on top of each other, it would be ten times higher than Mount Everest
- Cadbury made its first creme-filled egg way back in 1923 and its first shell Easter egg in 1875
- The British will consume around 80m (shell) Easter Eggs this season – around 50% of them will be Cadbury Eggs
- Because the British are one of the largest consumers of Easter Eggs internationally, it is fair to say that Bournville is the Easter Egg Capital of the World!
- The Easter chocolate market is worth around £350m per year
- The first Easter Eggs would have been extremely expensive affairs with plenty of ribbons, satin and velvet packaging – ironically, given the price tag, the early chocolate itself would have been pretty poor!
- The modern Easter Egg box was designed in the 1950's by an American looking to invent the perfect packaging for a light bulb
- Children's Eggs only became popular in the 1960's with the introduction of the Buttons Egg
- Easter is derived from pagan festivals celebrating fertility and re-birth. The name comes from the Anglo-Saxon goddess of dawn, Oestre
- The first Easter Eggs were brightly coloured duck and geese eggs in medieval times.

