



FOR IMMEDIATE RELEASE

Press Release

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#OREOTURNSRED - OREO Celebrates The Year of The Rabbit With The Launch Of A New Flavour OREO Lychee Orange



KUALA LUMPUR, 5 January 2023 - OREO, the world's favourite cookie brand is turning red again to celebrate the upcoming Chinese New Year. Riding on the festivities, the newly-launched OREO Lychee Orange takes inspiration from the iconic red colour of the season to symbolise prosperity. So as we enter the year of the Rabbit, OREO is thrilled to add joy to the festivities of Malaysian families, with a lucky & prosperous cream flavour.



This limited edition flavour features the classic OREO cookie filled with the refreshing citrus notes of orange, along with the sweet, tropical taste of lychee, creating a unique and delicious twist on the beloved classic flavour experience. Staying true to the red theme, the cookie is also made with a red velvet cookie base, and in line with the #OREOTURNSRED tagline.

Amongst many others, Chinese New Year is a time for luck and prosperity. To add to that, oranges and lychee have long been associated with abundance and good fortune. With the launch of OREO Lychee Orange in the year of the Rabbit, claimed to be the luckiest sign within the Chinese zodiac, OREO is bringing all of these elements together for a truly fortuitous celebration.





"We are a brand that champions fun and playfulness amongst families across Malaysia and we are excited to be celebrating Chinese New Year with the launch of OREO Lychee Orange. This fun and delicious new flavour is the perfect way to bring bountiful luck and prosperity to you and your family," said Vikram Chandratrey, Marketing Head, Oreo SEA & Indonesia, Mondelēz International.

The new limited edition OREO Lychee Orange is available nationwide in all major hypermarkets and supermarkets, starting from RM3.43 for the single pack and RM6.93 for the multipack. Keep an eye out for them in the cookie aisle and be sure to grab a pack and make your Chinese New Year celebrations sweeter and filled with fun times, luck and prosperity. Alternatively, shop them on [Shopee](#) or [Lazada](#) while stocks last!

"We are always looking for new and innovative ways to surprise and delight our fans with exciting flavours and we are confident that our new OREO Lychee Orange will be a hit with our Malaysian fans. We can't wait for them to try this new flavour and see what they think," added Chandratrey.

OREO is also hosting an OREO Lychee Orange nationwide contest until 31 January 2023, to bring good luck and prosperity into your home. To enter the contest, simply purchase RM8.00 and above of any OREO products (must include OREO Lychee Orange) in a single receipt. Next, send your full name, NRIC number, and photo of receipt to the WhatsApp number 018-287 4617. Participants will be in the running to win exciting prizes, which includes the grand prize of a year's supply of groceries worth RM12,000, RM500 *Ang Pao* and RM200 Touch n' Go credit!



WIN
FREE*
GROCERIES
FOR A YEAR

GRAND PRIZE x 1 Enjoy FREE GROCERIES worth RM12,000	FIRST PRIZE x 33 RM500 ANGPOW	CONSOLATION PRIZE x 111 RM200 TNG CREDIT
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Contest Period: 1st Dec 2022 – 31st Jan 2023

1 BUY RM8 of OREO products* (include Lychee Orange)	2 WHATSAPP Receipt photo, full name and NRIC to 018-287 4617 or scan QR	3 WIN Cash prizes!
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*Terms & conditions apply.



For more information, follow [@OREO.mysg](https://www.instagram.com/OREO.mysg) on Instagram and access the link in the bio or head over to OREO's [Facebook](#) page.

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About Mondelēz International (Malaysia)

Mondelēz International is part of the Mondelēz International group of companies which empowers people to snack right in over 150 countries around the world, with a strong presence in Southeast Asia. With 2021 net revenues of approximately USD 29 billion, Mondelēz International is a member of the Standard and Poor's 500, Nasdaq 100 and Dow Jones Sustainability Index.

Mondelēz International is leading the future of snacking with iconic global and local brands such as Cadbury Dairy Milk chocolate, Cadbury Zip chocolate wafer, Cadbury 5 Star chocolate, Toblerone chocolate, OREO cookies, Chipsmore cookies, Jacob's biscuits, Tiger biscuits, Philadelphia cheese, Kraft cheese, Chachos chips, Chipster chips, Twisties snacks and many more. We've been part of Southeast Asia for more than 70 years, with operations in Malaysia, Indonesia, the Philippines, Singapore, Thailand and Vietnam. Our +7,000 colleagues work across our ten manufacturing locations – including the plants in Shah Alam and Prai – two research and development technical centers and our sales and marketing network to create products that people can truly love and feel good about. From wholesome treats to indulgent bites, consumers can enjoy the right snack, for the right moment, made the right way.

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