

Cadbury's

?! What the...?!

Is it a bird, is it a plane...? Yes! It's a plane! The Chocolate Plane[®] was first owned by the company in the 1930s. Captain 'Mad Mac' McGregor used to fly senior Cadbury staff to engagements at short notice, and also take factory workers for the odd spin in what was one of New Zealand's earliest company planes.

Stat attack

Over 40 million easter eggs are made at Cadbury's Dunedin factory every year for consumption by New Zealanders. That allows enough for every person to eat ten easter eggs each!

Digging deeper...

A range of products are made at the Dunedin factory, including Cadbury Dairy Milk chocolate, Creme Eggs, Roses, Continental and Milk Tray Chocolate Assortments, Moros, and Crunchies.

Generally two fully grown people wrestling in chocolate syrup is not associated with business, but in Dunedin the rules are different.

Every year since its creation in 2002 the city spends a week in winter going a little bit crazy for the sweet brown stuff, in our annual Chocolate Carnival. Events include the steepest jaffa race in the world, chocolate wrestling, chocolate carving, a Crunchie train ride, and a chocolate climbing wall. All of this is inspired by our rich history of chocolate making and the ongoing success of Cadbury Confectionery Limited.

The company first began in Dunedin as a small biscuit and pie business owned by Richard Hudson in Dowling Street. R Hudson & Company grew into a purpose built factory on Castle and Cumberland Streets in 1900. Two years later the new factory burned to the ground and was rebuilt quickly, but the stress impacted on Hudson and he died soon after. His six sons then took over the family business and continued to improve on its success. In 1930 the company successfully merged with Cadbury Brothers to become Cadbury Fry Hudson. Under this partnership the company continued to prosper and in 1973 Schweppes New Zealand became part of the company, which was then named Cadbury Schweppes Hudson. In 1989 it was announced that the Hudson's biscuit part of the business was to be swapped for Griffins sugar confectionery in New Zealand. As a result, the company became known as Cadbury Confectionery Limited, the name that is used today.

In 2002, Cadbury World opened on the factory premises in Cumberland Street, allowing the public a behind the scenes peek into the modern factory. More than 650 staff are employed at the Dunedin site, which produces about 85% of all chocolate manufactured in New Zealand.



One of the two Cadbury silos houses their chocolate waterfall



Chocolate wrestling at the University of Otago campus

