

unlimited visits!
Why not make one payment and enjoy unlimited visits to Cadbury World for a whole twelve months? Ask at reception for details.

education resources and talks
To complement school or college visits, we offer a range of talks for KS1-5 on a range of topics – for details and to book please call 0844 880 7667

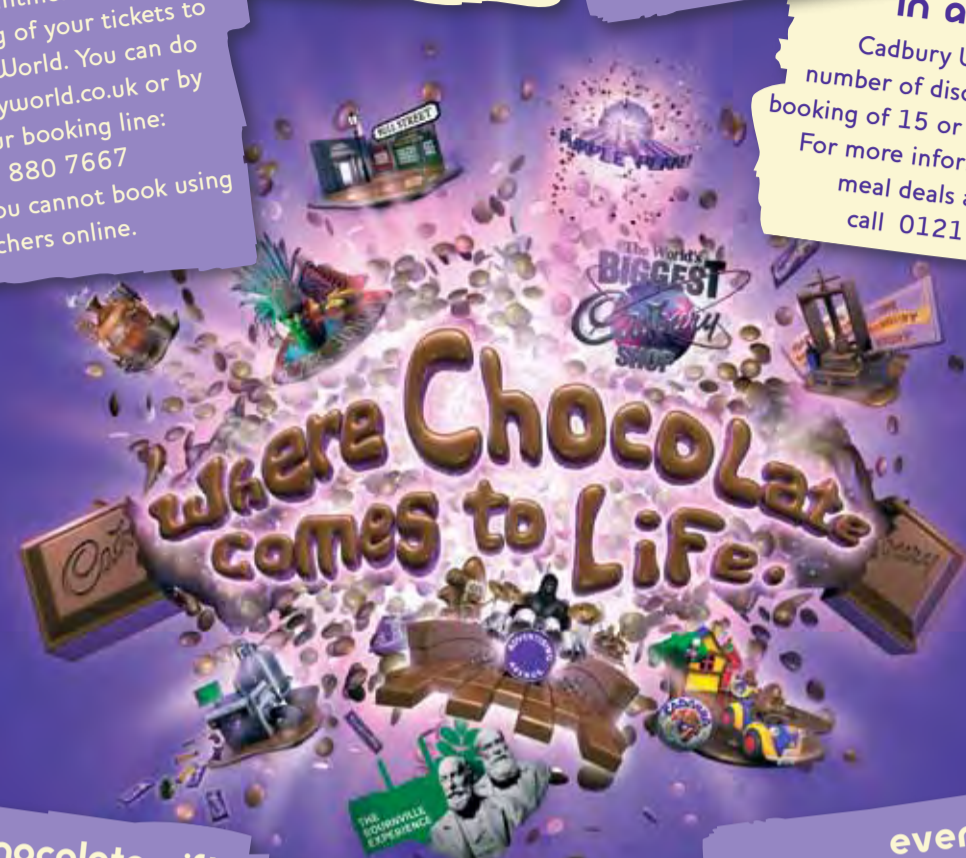
in a group?
Cadbury World offers a number of discounts for a group booking of 15 or more paying people. For more information, including meal deals and packages call 0121 486 4678

booking your visit
To avoid disappointment, we advise advance booking of your tickets to visit Cadbury World. You can do this at cadburyworld.co.uk or by calling our booking line: 0844 880 7667
Please note you cannot book using vouchers online.

unique chocolate gifts and souvenirs
Why not pay a visit to the World's Biggest Cadbury Shop? You'll find exclusive chocolate gifts and merchandise including our hand-crafted chocolate novelties.

cadburyworld.co.uk
Visit our website for all our latest news and information including other places of local interest, competitions, recipes and other Cadbury fun and links.

events
Cadbury World offers a programme of extra entertainment during the school holidays and at key times throughout the year. For details of our upcoming events, please see our website – cadburyworld.co.uk



Cadbury WORLD
20th anniversary
2010

Where Chocolate comes to Life

fourteen amazing zones, one fantastic day out

2010 opening dates

JANUARY							FEBRUARY							MARCH							APRIL								
M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S		
4	5	6	7	8	9	10	8	9	10	11	12	13	14	8	9	10	11	12	13	14	5	6	7	8	9	10	11		
11	12	13	14	15	16	17	15	16	17	18	19	20	21	15	16	17	18	19	20	21	12	13	14	15	16	17	18		
18	19	20	21	22	23	24	22	23	24	25	26	27	28	22	23	24	25	26	27	28	19	20	21	22	23	24	25		
25	26	27	28	29	30	31	29	30	31	29	30	31	26	27	28	29	30	26	27	28	29	30							
MAY							JUNE							JULY							AUGUST								
M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S		
3	4	5	6	7	8	9	7	8	9	10	11	12	13	5	6	7	8	9	10	11	2	3	4	5	6	7	8		
10	11	12	13	14	15	16	14	15	16	17	18	19	20	12	13	14	15	16	17	18	9	10	11	12	13	14	15		
17	18	19	20	21	22	23	21	22	23	24	25	26	27	19	20	21	22	23	24	25	16	17	18	19	20	21	22		
24	25	26	27	28	29	30	28	29	30	26	27	28	29	30	31	23	24	25	26	27	28	29	23	24	25	26	27	28	29
31																			30	31									
SEPTEMBER							OCTOBER							NOVEMBER							DECEMBER								
M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S		
6	7	8	9	10	11	12	4	5	6	7	8	9	10	8	9	10	11	12	13	14	6	7	8	9	10	11	12		
13	14	15	16	17	18	19	11	12	13	14	15	16	17	15	16	17	18	19	20	21	13	14	15	16	17	18	19		
20	21	22	23	24	25	26	18	19	20	21	22	23	24	22	23	24	25	26	27	28	20	21	22	23	24	25	26		
27	28	29	30	25	26	27	28	29	30	31	29	30	27	28	29	30	31	27	28	29	30	31							

● Closed
 ● 9.00am - 4.30pm
 ● 10.00am - 4.00pm
 ● 10.00am - 2.00pm
● 9.00am - 5pm
 ● 9.30am - 4.30pm
 ● 10.00am - 3.00pm

admission prices

Adult £13.90
 Child (4-15 inc) £10.10
 Child (under 4 years) Free
 Senior citizen / Student (with NUS card) £10.50
 Family ticket (2 adults, 2 children) £42.00
 Family ticket (2 adults, 3 children) £49.00
 Prices are correct at time of going to press. Please check at time of booking.

discover where chocolate comes to life

Uncover a world of chocolate delights and enjoy a fascinating, fun-packed day out at Cadbury World.

free chocolate samples!

With fourteen amazing zones, there's so much to see and do at Cadbury World. From learning how your favourite confectionery is made, uncovering the fascinating story of chocolate and the Cadbury business to playing in chocolate rain and writing your name using liquid chocolate.

Whether you're looking for fun, heritage, a drumming gorilla or just something different, a visit to Cadbury World has something for everyone.

The average visit time to Cadbury World is around three hours. There are places to eat, drink and of course shop – courtesy of the World's Biggest Cadbury Shop.

This is not a factory tour – at Cadbury World you'll discover the history, the making and the magic of Cadbury confectionery, and treat yourself to the wonderful sights, smells and tastes of the place where delights really comes to life.

We look forward to welcoming you to a whole world of Cadbury chocolate... it's an unmissable day out that everyone of every age will love as much as they love Cadbury chocolate.

how to find us

For rail and bus timetable information call Traveline on 0871 200 22 33, National Rail Enquiries on 08457 48 49 50 or visit londonmidland.com
 networkwestmidlands.com or chilternrailways.co.uk

there's something for everyone at cadbury world **cadburyworld.co.uk**

fourteen amazing zones, one fantastic day out

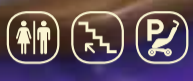
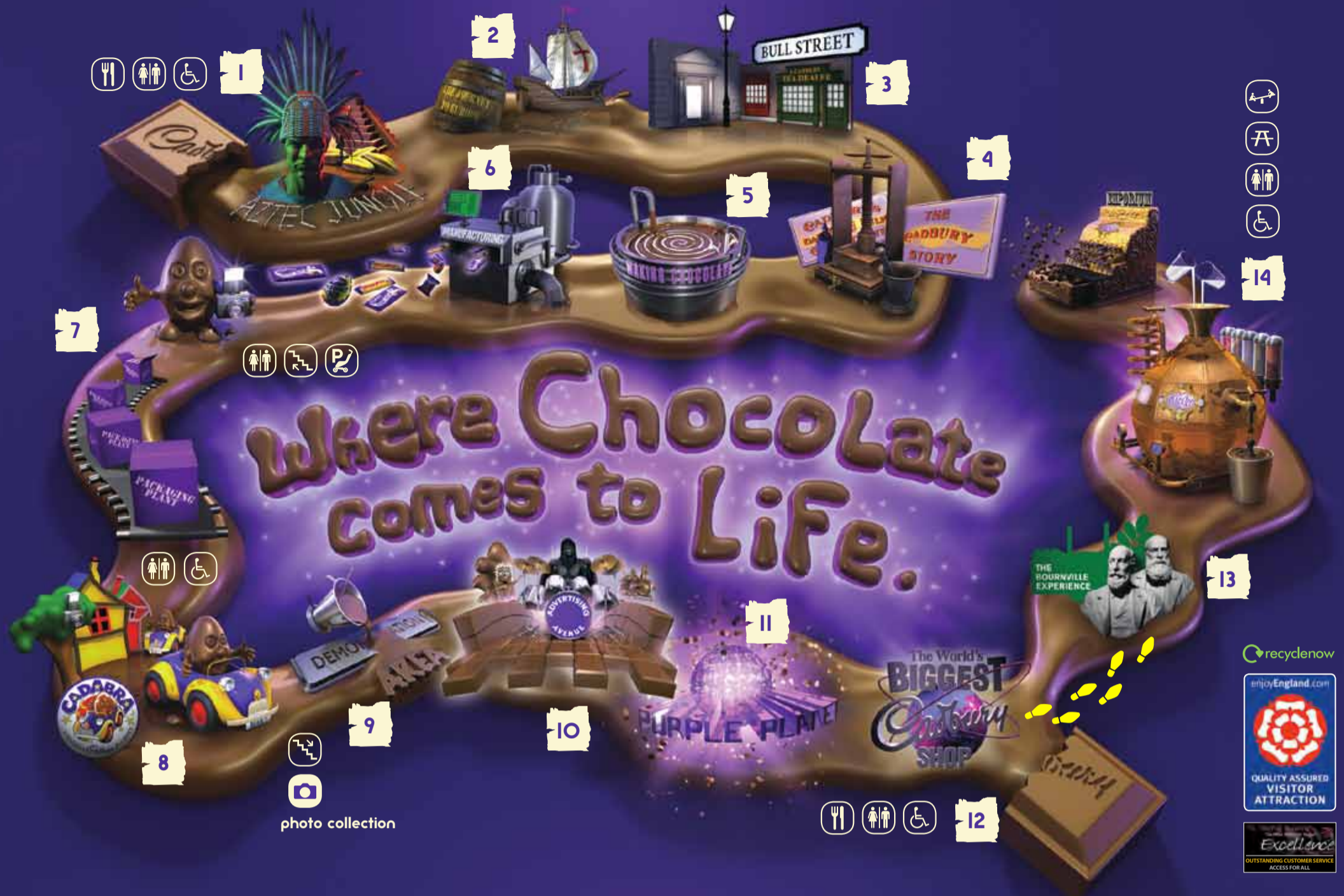


photo collection



1 aztec jungle

Discover the origins of the cocoa bean, amidst trees and waterfalls, deep in the ancient tropical rainforest. But be warned - Aztec Emperor Montezuma is very protective of his cocoa!



2 journey to europe

Watch as our mini theatre presentations tell you about the arrival of chocolate to Europe. Learn how Hernan Cortez brought the wonderful cocoa bean back to our continent and how chocolate quickly became the drink of choice in high society.



3 bull street

Travel back in time to our recreation of Victorian Bull Street where you'll meet Quaker entrepreneur John Cadbury and see where the Cadbury business started.



4 cadbury story

Sit back and watch how John Cadbury's experiments to create a cocoa drink as an alternative to alcohol became a chocolate success story. See the story unfold, told by Richard and George Cadbury, as eating chocolate developed and Cadbury Dairy Milk was born.



5 making chocolate

What makes Cadbury chocolate so deliciously wonderful? Here's where you'll find out how we do it in our special-effects cinema presentation.



6 manufacturing

What's your favourite Cadbury brand? Discover how seven popular Cadbury chocolate delights are produced.



7 packaging

Be amazed at the sight of Cadbury chocolate passing along the conveyor belts as you view our Packaging Plant (subject to production scheduling).



8 cadabra

All aboard! It's Cadbury World's very own popular, and recently updated, Cadabra ride - a magical journey full of surprises. And smile - we'll even take your picture as you go round!



9 demonstration

Watch our chocolatiers work their magic as they demonstrate traditional chocolate-making skills. And you can have a go at writing your name using fresh liquid chocolate.



10 advertising avenue

Always pioneers, Cadbury's advertising has been at the forefront over the years, generating awareness, innovation (and gorillas!). How many great Cadbury ads will you remember?



11 purple planet

Ever played in chocolate rain or seen a chocolate statue of yourself? Well now you can! Here's an amazing interactive experience you won't forget - enter the Purple Planet and experience a world of digital chocolate delights!



12 the world's biggest cadbury shop

No visit to Cadbury World would be complete without stopping off in the World's Biggest Cadbury Shop. We've Cadbury treats galore and plenty of special offers that you won't find anywhere else.



13 the bournville experience

Great fun and fascinating for all ages, the Bournville Experience focuses on the Quaker ethics of the Cadbury family and how the Bournville Village came to be built. Come and see how the values that were so important to the company's founders are still relevant in the company today.



14 essence

Travel back in time to see what makes Cadbury Dairy Milk so special, then have warm liquid Dairy Milk chocolate added to your choice of treat - from marshmallows to wine gums - to create your own delicious taste sensation. Here you'll also discover an outdoor play area and lots of seating where you can choose to relax or run off more energy!



facilities for one fantastic day out

- Free parking • Restaurant • Outdoor play area
- World's Biggest Cadbury Shop
- Facilities for the disabled

please note...

- Due to safety regulations, pushchairs and wheelchairs are not permitted on the upper floor or in the Packaging Plant - a pushchair park is provided
- Located around Cadbury World are toilets, baby changing facilities and disabled facilities
- Kindly note that photography is permitted in most areas of Cadbury World, but not in the packaging area. Please observe this rule
- All visitors under 16 must be accompanied by an adult

for your convenience...

- Air conditioned areas • Toilets and disabled toilets
- Baby changing areas • Only assistance dogs are allowed, except in the production area and Packaging Plant where a dog sitting service is available.
- Lift access to upper floor

booking line 0844 880 7667

cadburyworld.co.uk

See our 2010 events calendar on our website