

# Case-study updates

## Chapter 8

### **Cadbury's 'Gorilla' – wild about chocolate**

Early in 2010 Cadbury was bought by America's food giant Kraft for £11.7 billion. This put an end to the 186-year-old company's independence. It is feared that as many as 30,000 jobs will be lost in the process. It is by no means clear what the future for the Dairy Milk brand will be. Phil Collins' words "I can feel it coming in the air tonight", the gorilla's backing track, appear poignantly ironic, perhaps, given what has happened subsequently.