Mondelēz International's SnackFutures Ventures to Unveil Top Trends Shaping the Future of Snacking

March 4, 2025 at 4:05 PM EST

- Expert panel at Expo West will discuss insights, innovations, disruptions in snacking
- Innovation and investment opportunities include permissible indulgence, "better-for-you" bakery and supply chain technologies

CHICAGO, March 04, 2025 (GLOBE NEWSWIRE) -- SnackFutures Ventures, the corporate venture capital arm of Mondelēz International (Nasdaq: MDLZ), will take the stage at Natural Products Expo West on Wednesday, March 5, to unveil its latest views on the future of snacking. An expert panel will discuss trends, insights and disruptions shaping the category, highlighting data from the Company's 2024 State of Snacking Report, along with emerging themes influencing SnackFutures Ventures' innovation and investment priorities.

Led by Richie Gray, Vice President and Global Head of SnackFutures Ventures, the session will include insights on:

- "SnackInspo": impact of social media on consumer snack discovery and purchase
- Permissible Chocolate: rising consumer interest in supporting personal and planetary well-being
- Protein Evolution: growing relevance in savory snacks and women's health
- "Better-for-You" Bakery: increased demand for cleaner labels and ingredients in fresh cakes and pastries
- Enabling Technologies: innovations in supply chain and climate resilience

"As a corporate venture capital arm with access to global macro trends, as well as a remit to discover true disruptors driving innovation for the future, we look forward to sharing our perspectives on the evolving snacking landscape while learning from entrepreneurial community," Gray said.

The session is free to all Expo West registrants, and additional insights on consumer snacking trends can be found in the Company's State of Snacking report.

About SnackFutures Ventures
SnackFutures Ventures is Mondelēz International's Corporate Venture Capital arm. It invests in brands and businesses that align with the snack leader's growth priorities in its core categories of chocolate, biscuits and baked snacks, including emerging brands focused on personal and planetary well-being and disruptive technologies. The current SnackFutures Ventures portfolio includes Celleste Bio, a cocoa technology company and better-for-you bakery brand Urban Legend. Learn more at www.snackfutures.com.

About Mondelēz International
Mondelēz International, Inc. (Nasdaq: MDLZ) empowers people to snack right in over 150 countries around the world. With 2024 net revenues of approximately $36.4 billion, MDLZ is leading the future of snacking with iconic global and local brands such as *Oreo, Ritz, LU, Clif Bar* and *Tate's Bake Shop* biscuits and baked snacks, as well as *Cadbury Dairy Milk, Milka* and *Toblerone* chocolate. Mondelēz International is a proud member of the Standard and Poor's 500, Nasdaq 100 and Dow Jones Sustainability Index. Visit www.mondelezinternational.com or follow the company on X at x.com/MDLZ.

Contacts: Desiree Battaglia
+1-847-943-5678
news@mdlz.com