

Press Release

Kraft Foods
Jacobsgasse 3
A-1140 Wien

Contact: Michael Piber
Telefon: 0043 1 605 44 238
eMail: MPiber@krafteurope.com

Kraft Foods
Langemarckstr. 4-20
D-28199 Bremen

Contact: Sabine Peters-Halfbrodt
Telefon: 0049 421 599 4329
eMail: SPeters-Halfbrodt@krafteurope.com

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The Milka cow goes on its first European tour

Milka brings the Alps to more than 60 European cities

The Milka cow is going on its first-ever European tour, visiting more than 60 cities in Italy, Germany, the Netherlands, Spain, Portugal, Belgium, Luxembourg, Austria, Poland, Romania, the Ukraine, Turkey, Hungary, Slovenia, Croatia and Serbia between December 2006 and October 2007. The Milka Alpine Tour gives chocolate lovers an opportunity to experience at close quarters the Alpine world, home of the Milka cow and Alpine milk, on a site covering 400 square metres.

The Alps, the Milka cow and the lilac livery are inseparable from the world of Milka. As far back as 1901, the “birth year” of the brand, the first lilac tablets of Milka chocolate showed a black and white cow. From 1973 onwards, the lilac Milka cow became not only a key advertising figure, but also, almost overnight, a cult in its own right – like the slogan “Milka. The tenderest temptation since chocolate was invented”. Today, Milka is one of the world’s leading chocolate brands. Its fans are not confined to the Alpine region – the brand with the striking lilac colour now has aficionados all over the world, be they in Europe, Australia, South America or the USA.

The Milka Alpine Tour – worlds of experience for unforgettable moments

The Alpine world

The fascination of the Alps, home of Milka chocolate, begins at the very entrance to the “Alpine World”. In a tent measuring about 30 sqm, the world of the Alps is presented on a smaller scale. On a hike through the Alps, one can smell the scent of fresh grass and herbs, sense how Alpine nature feels to the touch and experience the overpowering impression that the unmistakable silhouette of the Alps can leave behind.

How smooth Milka chocolate is made

Visitors can proceed via a staircase straight from the “Alpine World” to the Milka chocolate factory. A multimedia presentation shows the path taken by Alpine milk when made into chocolate. The pictures tell the story of the farmers who bring their cows to the meadows every year when the snow in the Alps has melted, where the cows can then feed on the finest grasses, herbs and pure spring water. It is this Alpine milk that is used to make Milka chocolate. That’s why Milka Alpine milk chocolate is so different from other chocolate varieties and becomes “the tenderest temptation since the invention of chocolate”.

The journey through the Milka production process ends at the Milka chocolate fountain from which the smooth Alpine chocolate flows that visitors can enjoy on a crispy biscuit with all their senses.

Milka – Fun and games for the whole family

Fun, games and movement are all essential ingredients of the Milka Alpine Tour. One special highlight is the climbing wall with Alpine panorama, where everyone can try and reach the Milka summit. There are additional “play stations” for younger visitors, so the whole family is invited to spend a little extra time in the “Alps”.

Milka for home – something to remember the Milka Alpine Tour by

The Milka Shop means you can take the Milka Alpine Tour experience home with you. Besides exquisite Milka chocolate products, there are also some great Milka fan articles on sale, as well as the Milka Truck, the famous Milka cuddly cow, and Milka key rings. Anyone wanting a photo as a permanent reminder of the day out has a perfect opportunity – at the Milka Sony photo stand, a personal photo is made with the Milka cow, and the visitor can take home a print-out immediately.

Competitions galore on the European Milka Alpine Tour

With a bit of luck, visitors to the Milka Alpine Tour can win a journey to the real Alpine world. In each European country, the main raffle prize will be a journey for the whole holiday to Kärnten in Austria, and at the end of the entire tour an extra family holiday will be raffled among all European participants. In October 2007, all the winners will spend an unforgettable week together in the Kärnten region of the Alps. In addition to a hike through the mountainscape, the Milka evening in a romantic ski hut will also be something that all the winners will be glad to remember for evermore.



Kraft Foods (NYSE: KFT) is one of the world's leading food producers. For more than 100 years, our aim has been to help people all over the world to eat and live better. In more than 150 countries, consumers decide several times a day in favour of their preferred Kraft Foods brands such as **Jacobs** coffee, **Milka** and **Suchard** chocolate, **Mirabell** Mozart Balls and **Philadelphia** cream cheese.