

PRESS RELEASE

CADBURY SCHWEPPEES WINS BRITAIN'S MOST ADMIRED COMPANY AWARD

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Cadbury Schweppes plc has been named Britain's "Most Admired Company" for 2004 at the prestigious Management Today Awards in London.

The award, voted for by other leading FTSE businesses, was presented to Todd Stitzer, Chief Executive Officer of Cadbury Schweppes, by Lord Heseltine, Haymarket Group Chairman.

Todd Stitzer, CEO of Cadbury Schweppes plc, commented on the award:

"Cadbury Schweppes is a company built on a foundation of strong values. It has been nurtured by generations of principled leaders passionate about performance and stewardship in the broadest sense, and driven for over 200 years by hundreds of thousands of loyal employees dedicated to compelling product quality, customer satisfaction and community well-being.

"I am honoured to accept this award on behalf of our 55,000 employees, without whose commitment and dedication this success would not be possible."

The award is determined through a poll, conducted by Nottingham Business School on behalf of Management Today, of Britain's 10 largest public companies across 22 sectors, who are asked to evaluate their peers. All 220 companies rated participants against nine criteria - quality of management; financial soundness; quality of goods and services; ability to attract, develop and retain top talent; value as long-term investment; capacity to innovate; quality of marketing; community and environmental responsibility; and use of corporate assets.

Todd Stitzer added:

"Our success is driven by our unrelenting focus on working together to create brands people love and a strong commitment to values that run through all elements of our business - from our suppliers to our customers and the communities we live and work in."

Todd Stitzer was also a keynote speaker at the Management Today Summit - "Lessons from Britain's Most Admired Companies" - that preceded the awards ceremony, where he explained how Cadbury Schweppes achieves marketing excellence.



As Britain's most admired company, Cadbury Schweppes receives a specially commissioned trophy and the use of the prestigious logo and title for the next twelve months.

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for further information contact:

contact	telephone	fax	email
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Corporate Communication

Tony Bilborough	+44 (0)121-698-4780
Andraea Dawson-Shepherd	+44 (0)20-7830-5127/5258
Dora McCabe	+44 (0)20-7830-5127/5258

notes to editors:

Cadbury Schweppes is a global Group which manufactures, markets and distributes branded beverages and confectionery products in over 190 countries. With origins stretching back over 200 years, today Cadbury Schweppes' products - which include brands such as Cadbury, Schweppes, Halls, Trident, Dr Pepper, Snapple, Trebor, Dentyne, Bubblicious and Bassett - are enjoyed in almost every country around the world. The Group employs approximately 55,000. It is number one in sugar and functional confectionery, a strong number two in gum and the world's third largest soft drinks Group.

Cadbury Schweppes first won "Britain's Most Admired Company Award" in 1995 and has rarely been out of the top 10 list of Britain's Most Admired Companies for the past 10 years.

Cadbury Schweppes has also won the following awards across its global operations, for example:

- Cadbury Trebor Bassett was recently voted Manufacturer of the Year by readers of Asian Trader magazine for the second year running.
- Best Company to Work for in Colombia - by international research organisation, the Great Place to Work Institute
- Wedel, has been voted Poland's Most Valued Brand