

Part 3

For questions 17 – 24, read the text below. Use the word given in capitals at the end of some of the lines to form a word that fits in the space in the same line. There is an example at the beginning (0). Write your answers **IN CAPITAL LETTERS** on the separate answer sheet.

[illegible]

Cadbury

Cadbury is one of the world's most **(0)** chocolate brands, known for its rich heritage, innovative products, and **(17)** purple branding. Founded in 1824 by John Cadbury in Birmingham, England, the company started as a small shop selling tea, coffee, and drinking chocolate. Over the years, it grew into a global confectionery powerhouse, **(18)** with quality and indulgence.

ICON
SIGN

SYNONYM

In 1866, Cadbury **(19)** the chocolate industry by introducing pure cocoa products, eliminating the use of starchy additives. This innovation paved the way for the development of the first milk chocolate bar in 1905, which became the **(20)** for Cadbury Dairy Milk. The brand quickly gained popularity, and Dairy Milk remains one of the best-selling chocolate bars worldwide.

REVOLVE

FOUND

Cadbury has a strong legacy of social responsibility. The company built Bournville, a model village designed to provide better living conditions for workers. This commitment to fairness continues today with Cadbury's involvement in Fairtrade cocoa (21) and sustainability initiatives.

SOURCE

Over the decades, Cadbury has expanded its product range, introducing beloved treats such as Creme Eggs, Wispa, and Roses. The brand has also been a pioneer in marketing, with (22) advertising campaigns like the drumming gorilla for Dairy Milk.

MEMORY

In 2010, Cadbury went into a **(23)** with Mondelez International, one of the largest snack companies in the world. Despite corporate changes, Cadbury has retained its identity and continues to delight chocolate lovers globally.

MERGE

From its humble beginnings to becoming a **(24)** name, Cadbury remains a brand built on tradition, quality, and a passion for chocolate. Its continued success is a testament to its enduring appeal and ability to innovate while staying true to its roots.

HOUSE



Answers

17 signature 18 synonymous 19 revolutionized/revolutionised 20
foundation 21 sourcing 22 memorable 23 merger 24 household