Cadbury and the Porcine DNA Crisis

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Abstract

On 23 May 2014, Malaysian newspapers reported that samples of two Cadbury products in Malaysia, namely, Cadbury Dairy Milk Hazelnut and Cadbury Dairy Milk Roast Almond, tested positive for traces of porcine DNA by the Ministry of Health Malaysia. This was a serious issue in a country with a large number of Muslim consumers. As soon as the news came out, the Malaysian Department of Islamic Development suspended the halal certification of two Cadbury chocolate products that allegedly contained porcine DNA. This case study examines the issues and the response of the company to the crisis. It highlights the importance of the role of swift public relations in crisis management. It also highlights the fact that sustainable marketing is not just about profits and that companies need to take all stakeholders into account.

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