



DIVE INTO OUR CHOCOLATEY WORLD

PACKAGES
AND
DISCOUNTS

GROUP VISITS
2019

Discover the amazing world of Cadbury

Fascinating for all ages, your group will journey through an assortment of chocolatey zones to discover the history, the making and the magic behind one of Britain's best-loved brands.

Discover the origins of the cocoa bean, learn how your favourite confectionery is made, and uncover the heritage and the story behind the creation of the factory and the Bournville village by the Cadbury brothers. Watch our chocolatiers work their magic as they reveal the secrets of traditional chocolate making as you enjoy a delicious pot of warm melted Cadbury Dairy Milk chocolate topped with your favourite treat.

Younger visitors in the group will particularly enjoy the exciting 4D Chocolate Adventure zone, magical Cadabra ride and interactive Purple Planet with its digital delights. And of course, there's the African Adventure themed play area to explore, with tube slides, climbing zones and rope bridges!



Plus The World's Biggest Cadbury Shop

Your group will also be able to stock up on all their favourite Cadbury treats, and browse a range of exclusive chocolate gifts and seasonal novelties, handmade by the famous Cadbury World chocolatiers. Souvenir brochures and themed children's activity books are also available.



Great for groups

Cadbury World has 28 years' experience of welcoming groups and can help you ensure your group gets the most out of their visit.

- Discounted admission for groups of 15+
- Free preview visit for group organisers
- One free admission for the coach driver when bringing 15 or more paying people
- One free admission for the group organiser or tour manager when bringing 20 or more paying people
- For uniformed groups e.g. Scouts and Brownies, one free place is given for every 8 paying children
- Free coach parking
- Accessible toilets, a Changing Places facility and baby changing rooms
- Excellent disabled and pushchair access
- Picnic tables and large outdoor play area

The average visit time to Cadbury World is around 3-4 hours. The Cadbury Café offers the perfect environment to eat and drink, and your guests will be able to stock up on all their favourite treats at The World's Biggest Cadbury Shop.



Prices and special offers

Standard Group Prices

Group adult peak £13.00

Group child peak £10.40

Group adult off-peak £10.85

Group child off-peak £8.25

For details of peak and off-peak dates and how to make a booking please see page 14–15.

Child prices apply to children aged 4–15.

Under 4s enter free.

Special Offers

New Year Nuttiness - £7.50 per person

Available weekdays only, after 1pm from 23rd January - 8th February 2019

March Madness - £7.95 per person

Available weekdays only, after 1pm from 25th February - 15th March 2019

May-Hem - £7.95 per person

Available weekdays only, after 1pm from 7th - 17th May 2019

September Special - £7.95 per person

Available weekdays only, after 1pm from 4th - 20th September 2019

Terms & Conditions:

- All offers must be pre-booked and are subject to availability
- Only available on dates shown
- Offers apply to adult groups only
- Special offer prices are for the standard Cadbury World visit and cannot be used in conjunction with any other group packages e.g. Heritage Tours
- Minimum of 15 paying visitors required to qualify for special offer prices



Cadbury Café

Cadbury Café

Your group can treat themselves to a meal or snack in the Cadbury Café, our self-service restaurant located off the main reception area. They'll be able to choose from sandwiches, paninis, hot and cold drinks and a range of cakes and sweet treats, available all day. Hot meals are also available from 11.30am until 3pm (until 4pm at weekends and during school holidays). We have hot food as well as a cold pick and mix selection for children. Microwave and bottle warmer facilities are available for heating up baby food and milk whilst on site.

The Cabin

The Cabin is open every day, weather permitting, and is located by the play area to the rear of Cadbury World. Here visitors can choose from a range of snacks including hot dogs, burgers, ice cream and a selection of hot and cold drinks.

Packed Lunches

Packed lunches can also be ordered in advance of your group's visit:

Option 1

Sandwich, apple, crisps and drink (suggested for up to age 6)

£4.80

Option 2

Sandwich, apple, crisps, yoghurt and drink (suggested for ages 6–11)

£5.50

Option 3

Sandwich, apple, crisps, pasta pot, yoghurt and drink (suggested for ages 11+)

£6.60

When selecting sandwich filling, please choose from tuna, cheese or ham

Terms & Conditions for Packed Lunches

- Packed lunches must be pre-booked and all lunches ordered must be paid for on arrival
- Packed lunches will be available for collection from the Cadbury Café
- Final numbers must be given two days before your visit by calling 0121 393 6004 or via email to cwreservations@mdlz.com. Please be aware that you will be charged for the number of people quoted in your final figures plus any additional people who arrive on the day



Cadbury World woven badges can be ordered in advance of your visit for £1.50 per badge

Cadbury Heritage Tour and Cream Tea

Take your group on a trip down memory lane with our popular nostalgia tour, and combine an informative talk about the Bournville Village and the Cadbury family, with a fully guided tour around Cadbury World. Our Heritage Tour is ideal for adult groups who are interested in the history of Cadbury, Bournville and the Quaker ethics, as well as the chocolate!

Itinerary

Enjoy a fascinating tour of Bournville on board your coach with a member of our heritage team. Discover the Cadbury brothers' vision of a 'Factory in a Garden' and view examples of beautiful architecture, the unique village green and pretty tree-lined streets, before taking a guided tour of the Cadbury World exhibition:

The Cadbury Story – Enjoy a sequence of special effects cinema presentations in themed auditoriums.

Manufacturing – See how Cadbury's most popular products are made at interactive video stations.

Chocolate Making – Watch chocolatiers demonstrate traditional chocolate making skills, and choose a treat to add to a pot of warm liquid chocolate.

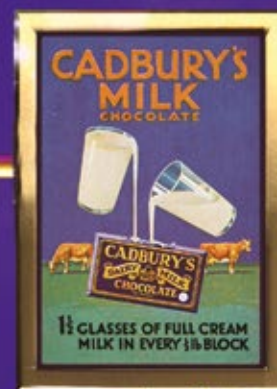
Advertising Avenue – Reminisce over Cadbury adverts from the past 100 years and rediscover your old favourites.

Bournville Experience – Visit the Cadbury heritage centre which focuses on the Quaker ethics of the Cadbury family and how Bournville was created.

Cream tea – Enjoy scones and sandwiches, served in the themed Cadbury Café with a tea or coffee.

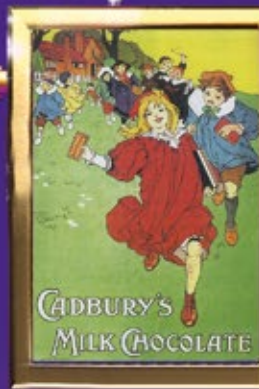
World's Biggest Cadbury Shop – Stock up on favourite Cadbury treats and exclusive handmade items. Plus every visitor receives a complimentary bar of Bournville dark chocolate on departure.

£16.90
per person



Please note

- It is estimated that your group will need 3 hours for the whole trip. A minimum of 15 people is required for the Heritage Tour and final numbers should be issued two days before the visit. Please note that you will be charged for the number of people quoted in your final figures, plus any additional visitors arriving on the day
- Please ensure that your Cadbury World guide can be seated and belted in a courier seat, and that the coach has a working microphone. A valid motor insurance certificate to cover the guide will need to be shown on arrival at reception
- This particular visit is only available off-peak, Monday to Friday, please call or email us to check availability
- The Heritage Tour is not a complete tour of Cadbury World, and omits a number of zones which may be considered to have more appeal to children
- Price shown is valid until 30 December 2019



Watch chocolate making demonstrations



1



2



3



5



4



7



6

DIVE INTO OUR CHOCOLATEY WORLD



Relive iconic Cadbury adverts in Advertising Avenue



8



Photo Collection

9



10



11



12



Reach dizzy heights in the African Adventure play area



14



Ride the 4D Crunchie Rollercoaster



13



Walk around to the back of the building to continue your tour.

Cadbury World Tour

(Approximately 90 minutes)

- 1 Aztec Jungle
- 2 Journey To Europe
- 3 Bull Street
- 4 Cadbury Story

- 5 Making Chocolate Story
- 6 Manufacturing
- 7 Have a Go & Green Screen
- 8 Cadabra

- 9 Chocolate Making
- 10 Advertising Avenue
- 11 Purple Planet
- 12 The World's Biggest Cadbury Shop

Outdoor Zones

Walk around to the back of the building by the play area to continue your tour:

- 13 The Bournville Experience
Discover the Quaker ethics of the Cadbury family and how the Bournville Village came to be built.
- 14 4D Chocolate Adventure
Experience an adventurous journey with the Cadbury characters in our 4D cinema, complete with motion seats.

African Adventure Play Area

There's plenty of fun to be had in the African Adventure Play Area including a separate zone for the under 5s.



Travel back in time to Victorian Bull Street



0121 393 6004

School Visits

With over 27 years' experience and more than 2000 school groups attending each year, Cadbury World offers a unique experience that gives fascinating insight into the rich heritage of the nation's favourite chocolate brand. A self-guided tour can be complemented with a one hour curriculum-linked talk featuring interactive and engaging examples to support a variety of topics in our themed education rooms.



- 20 curriculum-linked talks and workshops for key stages 1-5
- Professionally trained team
- Resources and workbooks
- Free preview visit
- Group rates

'Cadbury World are fantastic in providing enrichment learning opportunities for students'

Sirius Academy

Learning Outside the Classroom Quality Badge

Cadbury World was one of the first organisations to be awarded the Quality Badge and engages in an ongoing process to sustain high quality learning outside the classroom.



For more details of our schools programme visit cadburyworld.co.uk, call 0121 393 6004 or email cwe@mdlz.com

Fishy Feats & Choccie Treats

National SEA LIFE Centre and Cadbury World

Make just one call to book a group visit to Birmingham's two premier attractions and save both time and money!

Adults: £20.50
Children: £16.00

NATIONAL
SEALIFE
BIRMINGHAM

The National SEA LIFE Centre Birmingham transports visitors into the amazing underwater world showcasing the best of everything from the coast of Britain, to the Antarctic and the Caribbean. Prepare for astonishingly close views of everything from humble starfish to graceful rays and tropical sharks. Visitors even have the chance to get hands on at an interactive rock pool.

With an amazing underwater 360° ocean tunnel, over 60 display tanks, 4D cinema and more than 2,000 sea creatures, the aquarium is the perfect stop for family fun!

Come face to face with a colony of cheeky Gentoo Penguins and adventure into their Antarctic landscape! Watch them swim, slide and socialise in their 70,000 litre home.

Find out more at
SEALIFE.co.uk/Birmingham



Choc a Block

NEW

**Legoland Discovery
Centre Birmingham
and Cadbury World**

Adults: £20.50
Children: £18.25

Make just one call to book a group visit to two of Birmingham's premier family attractions and save both time and money!

LEGOLAND Discovery Centre Birmingham is now open! The ultimate indoor LEGO playground aimed at 3-10 year olds features 12 LEGO themed zones, 2 thrilling rides, a 4D cinema, and much more. Become a master model builder in our creative workshops, build and test your own cars and challenge yourself to withstand our earthquake tables. Check out the spectacular MINILAND, full of Birmingham's most famous landmarks, built entirely out of millions of LEGO bricks. This is the perfect way for any LEGO loving child to spend 2-3 hours of their day!

Please note:

- Rides and soft play have height restrictions, guests can check the website for further information www.birmingham.legolanddiscoverycentre.co.uk
- Adults visiting without children will not be allowed access



Christmas Celebration Weekends

From Saturday 16th November to Sunday 22nd December, weekends will be choc-full of seasonal activities and festive fun for all at Cadbury World.

A festive day out wouldn't be complete without seeing the jolly man himself! Now the star of his very own stage show, Cadbury World's Santa experience is packed full of festive fun and music the whole family can enjoy. Armed with a sack full of Christmas gifts to hand out to visiting children, the exclusive Cadbury World Santa experience is not to be missed. Visitors will also be treated to a festive family pantomime! A special yuletide menu will be available in the Cadbury Café and your group will be able to shop for all their seasonal chocolates and exclusive handmade chocolate gifts, courtesy of The World's Biggest Cadbury Shop.

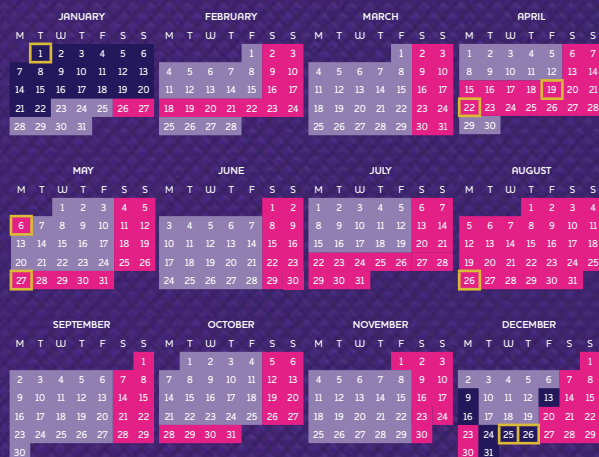


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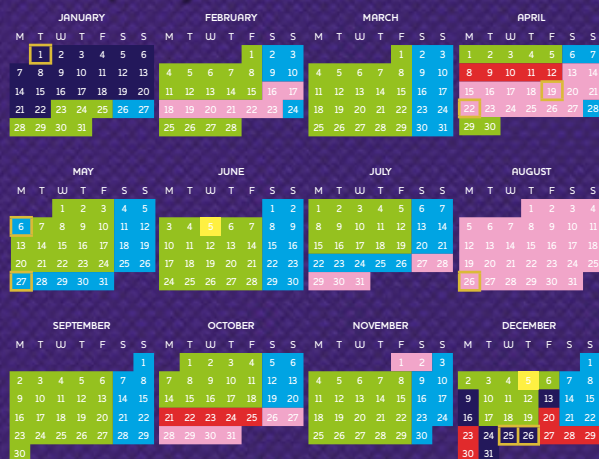
opening Dates

**Cadbury World is open on most days from 23rd January until 30th December, 2019 inclusive.
Reservations are essential, by phone/fax, to guarantee admission and secure group terms.**

2019 Peak & Off-Peak Calendar



2019 Opening Times



Find out details of
our entertainment
schedule at
cadburyworld.co.uk

Making a booking

A group is defined as 15 or more paying visitors. Please call the reservations line seven days a week on 0121 393 6004. Fax messages may be sent to 0121 451 1366.

- Final numbers must be given two days before your visit by calling 0121 393 6004 or by emailing us on cureservations@mdlz.com. You will be charged for the number of people quoted in your final numbers plus any additional visitors who arrive on the day
- Payment in full is due on arrival and we recommend that group leaders visit reception to make the payment before the group leaves the coach
- Groups larger than 60 people may be divided into smaller groups in order to accommodate them in the exhibition at timed intervals
- Groups who do not book in advance or who fall below 15 people will not be able to take advantage of our group benefits (discounts and free places) and will pay full price admission

For general information please ring our reservation line or visit our website cadburyworld.co.uk

Access facilities

- All areas of Cadbury World are accessible to wheelchair users. We recommend that group organisers notify the reservations team of the number of wheelchairs expected in the group, and seek advice on avoiding busy times
- Hearing loops are available at various points throughout the tour
- Assistance dogs only are allowed, except in the Chocolate Making zones, where a dog sitting service is available
- The 4D Cinema may not be suitable for adults or children who are easily startled by sudden movement, motion effects, loud music, or periods of darkness. It is not suitable for pregnant women or guests with heart conditions or spinal conditions due to motion effects used in the pre-show and 4D Cinema
- Audio guides are available in English, French, Spanish, Chinese, German and British Sign Language. A small charge may apply
- Accessible toilets, a Changing Places facility and baby changing rooms are available

Please note

- Cadbury World is located in the grounds of the original Cadbury factory, but isn't a tour of the factory itself
- It is possible to bring your group via public transport. The nearest train station to Cadbury World is 'Bournville' which is approximately a 15 minute walk away. Frequent buses run past the main entrance and information on bus routes is available from Traveline on traveline.info
- Children must be fully supervised at all times on the Cadbury World site
- We may need to close the African Adventure play area during wet weather
- Unfortunately, we are unable to store packed lunches brought into Cadbury World
- An average visit lasts about 3-4 hours including refreshments and shopping time

How to find us



Please check [highways.gov.uk](https://www.highways.gov.uk) for traffic and travel information, and [theaa.com](https://www.theaa.com) for specific directions. For Sat Nav directions, enter B30 1JR.

The red junctions indicate the recommended routes to Cadbury World
Cadbury World, Linden Road, Bournville, Birmingham B30 2LU

DETAILS CORRECT AT TIME OF GOING TO PRESS (SEPTEMBER 2018).
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[cadburyworld.co.uk](https://www.cadburyworld.co.uk)
0121 393 6004

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