



International Union of Food Workers'  
*...Uniting Mondelez workers worldwide...*



**PRESENTS**

# Screamdeleēz International

their first year... and no happy birthday for Mondelez workers

October 2012

**SCRDZ**  
 1 YEAR

The new company is spun off from Kraft Foods. Mondelez inherits the legacy of Kraft's human rights abuses in Egypt and Tunisia, where union leaders had been dismissed for exercising their rights. It also inherits Kraft's enormous debt, the legacy of heavy borrowing to fund acquisitions. Mondelez workers pay the interest.

November 2012

Mondelez announce the closure of their Jacobs coffee roasting facility in Austria and Mr.Christie's Bakery in Canada, leaving 600 people out of work. More outsourcing of Mondelez products in North America.



December 2012

Mondelez refuses to reinstate victimized union leaders in Tunisia and Egypt. The CEO ignores the IUF request to meet and discuss.



January 2013

 CEO Irene Rosenfeld paid herself a **\$10,000,000** bonus after less than 3 months in the job.

February 2013

Mondelez recalls varieties of its BelVita breakfast biscuits in the United States due to product safety concerns. The recalled biscuits are not made by Mondelez, but by a third-party manufacturer notorious for its record of labour rights abuses.



March 2013

Trade unions at the World Social Forum in Tunis call on Mondelez to stop violating worker rights.

Mondelez responds indirectly to protests from around the world with denials and misinformation.

April 2013

Management at Mondelez Pakistan threatens to lock out union workers and attacks union leaders in retaliation for the union's defense of the rights of the factory's hundreds of contract workers.

Mondelez CEO Irene Rosenfeld's total compensation for 2012 hit

**\$28,800,000**

An increase over the previous year:

**31%**



May 2013

Mondelez Pakistan tells the government that the vast majority of those who make its products are "outsiders" beyond the scope of legal industrial relations protection, and that those who challenge this abuse should be stripped of their rights.

June 2013

A nineteen-year-old worker at the Tang factory in Hub, Pakistan is killed in an accident following a continuous 24-hour shift. There is not a single permanent worker making this Mondelez "power brand" at the factory.



July 2013

Over 100 workers employed by Mondelez in Beirut, Lebanon lose their jobs when their plant is closed and production is moved to Egypt where the company had smashed the union. Until the last moment the company had denied that the factory would close. The closure is announced with armed gunmen in attendance.

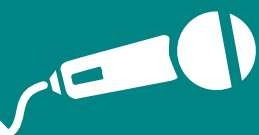
August 2013

The Food Workers' Federation of Pakistan launches a national protest campaign over the company's refusal to negotiate the status of contract workers. There are now 550 workers at the Cadbury factory, but only 50 are directly employed. Management calls them "outsiders" and denies their right to union representation.



September 2013

At a Cairo press conference more than 300 journalists, human rights and labour activists highlight the struggle of Egyptian workers punished by Mondelez for exercising their rights.



October 2013

Mondelez workers around the world ask about their future as Mondelez announces a major global restructuring in celebration of their first anniversary – jobs will be destroyed but the company gives no details. Mondelez rejects the US government's offer to mediate disputes with IUF in Egypt and Tunisia.