

[Mondelez International](#) is an American snacking giant that has chosen to stay in Russia after the full-scale invasion of Ukraine. It owns such iconic brands as Oreo cookies, Ritz crackers, Philadelphia cream cheese, Cadbury, Milka, and Toblerone chocolates. The company is headquartered in Chicago and has its European HQ in Zurich, Switzerland.

In Russia, Mondelez operates 3 factories and employs about 3,000 people. The company earned [\\$1.463 billion in Russia in 2022, with Mondelez paying over \\$62 million](#) in profit taxes to the Russian government.¹ Mondelez justifies its Russian presence on the basis of providing “essential goods” to the local population, with its CEO Dirk Van De Put publicly [arguing biscuits could be an essential breakfast food](#).

In May 2023, Ukraine’s National Agency on Corruption Prevention [designated](#) Mondelez an “International Sponsor of War” on the basis of its ongoing contribution to Russia’s wartime economy. This led to [a B2B boycott of Mondelez’s products in Scandinavia](#) as many businesses dropped Mondelez from its list of preferred suppliers, including SAS Airlines, Norwegian Air, IKEA and many others. At the start of 2024, the Swedish Royal House [dropped Marabou](#) chocolates (a well-known local brand owned by Mondelez) from the list of preferred suppliers.

Subsequently, the company was forced to issue [a statement](#) about the future of its Russia business, which was [short on detail and did not commit to an exit](#).

Throughout 2023 and 2024 there have been many public actions against Mondelez in Chicago led by the Illinois branch of the [Ukrainian Congress Committee of America](#) as well as by local activist groups in [Germany](#), [UK](#), Greece and Switzerland. Mondelez also faced [severe criticism from British MPs](#) following an FT interview with the company’s CEO where Dirk van De Put stated that investors “[do not morally care](#)” about Mondelez’s Russia business. Most recently, the current mayor and candidate for reelection in the West Midlands [has called](#) on Mondelez’s CEO to reconsider its decision on Russia.

Despite promises to scale back its Russian business by the end of 2023 and [multiple B4Ukraine’s attempts to engage](#) the company’s leadership, Mondelez [continues to expand its business](#) by some measures, while [reshuffling its leadership](#) in Russia. During its Annual General Meeting on May 22nd, investors will vote on [a resolution](#) calling for additional reporting on the implementation of the company’s human rights policy in Russia and Ukraine.

At the time of extreme difficulty for Ukraine in its pursuit of freedom and survival, not a single penny of corporate money should go to Russia’s militarized budget. It’s time to use all available leverage to ensure Mondelez fully withdraws from the Russian market until Ukraine’s independence and territorial integrity are restored.

¹ In 2022, the Russian government has classified access to full corporate tax information. Therefore, profit tax, a percentage of the overall tax liabilities faced by companies in Russia, is used as a proxy for overall tax liabilities.