

Green split between Kraft and Cadbury

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Green split between Kraft and Cadbury

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Creators of an eco-index of the best and worst green products have claimed there was an "environmental divide" between US food giant Kraft and confectionery company Cadbury.

Cadbury rejected a surprise £10.2 billion approach from the US food giant, which is also behind brands including Kenco coffee and Terry's Chocolate Orange and has offices in Dublin.

Environment consultancy EnvirUP.com, which created the new Green Index Report, said the environmental effect of a takeover should be considered after revealing the two companies had earned very different rankings in its index, with Cadbury's Roses coming in at number 42 whereas Kraft's DairyLéa was number 78.

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It has been claimed there is an "environmental divide" between US food giant Kraft and Cadbury

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