

[DEALS] OREO Creates History: First Cookie to Dunk in the Milky Way

Description

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OREO brings space exploration to the masses with the OREO Space Dunk Cookie



Singapore, Friday, 11 April 2025 â?? OREO, the worldâ??s beloved cookie brand, known for its legacy of sparking wonder and creating epic moments for fans is taking playfulness to interstellar new heights this April and pushing the boundaries of imagination with a gravity-defying space dunk.

On 11 April 2025, OREO hosted a star-studded launch event. The biggest draw? The historic launch of the first OREO cookie into the Milky Way, in partnership with space agency Sent Into Space.

â??OREO has always believed in pushing the boundaries of playfulness. By sending the cookie into space â?? which for ages has sparked our collective human imaginations and pushed the frontiers of science, weâ??re taking this to the next level! OREO Space Dunk highlights our enduring commitment to ignite imagination, inspire curiosity and bring people together through out-of-this-world experiences that fans have come to love,â?• said Lucas Levy, Mondelez SEA Regional Marketing Director**.**

But beyond the milestone-defining moment, OREO had another surprise in store for the lucky attendees! OREO unveiled the inaugural launch of the OREO Spaceburst Cream cookie in Singapore â?? an exclusive limited-edition flavor with a subtle cooling sensation that feels like space in a bite.

Limited Edition Spaceburst Cream Cookie and 5 Galactic-themed Designs



Cookie embossments (from left to right): Rocket, Helmet, Telescope, Star Gaze, Shooting Star

Take your tastebuds on a trip around the universe with the new Spaceburst Cream, a decadent space-inspired flavor with a subtle cooling sensation to make you feel like you are in space eating the cookie. The OREO Space Dunk cookies will feature 5 Galactic-themed embossments of varying rarities including Rocket, Helmet, Telescope, Star Gaze, and the Shooting Star â?? the rarest of the series.

In addition to the limited edition Spaceburst Cream cookie, OREO Space Dunk will also include the fan-favorite core flavors of Vanilla, Chocolate and Strawberry, from 1 March 2025 in all the leading retailers in Singapore.

Impactful Activations

- **OREO Milkyway Dunk Launch Event [11 April 2025]**

The launch of the OREO cookie into space was a truly atmospheric affair. Stepping through the futuristic Space Tunnel, guests entered the Cosmic Playground roaming with astronauts where they could experience the Space Dome and float in the glory of the Milky Way. Guests could also view the delightful OREO Space cookie embossments on the Wall Cookie Dome, enjoy tasty OREO treats at the Space Dunk Station and capture galactic images at the Infinity Seat.

- **Dunk into the Milky Way Virtually [April â?? June]**

OREO will also be rolling out its very first experience to bring the Milky Way Dunk into the hands of the consumers. Consumers can experience dunking OREO cookies into the Milky Way virtually, collecting points for every dunk to stand a chance to win OREO Spacedunk merch.

To participate in the game, consumers have to purchase an OREO Space Dunk cookie pack and scan the QR code. Bonus points can be won when you scan the rare Shooting Star embossed OREO Space Dunk cookie. Stay tuned to OREOâ??s social page oreo.mysg for more details.

- **Win Exciting Out-of-this-World Prizes [1 March â?? 31 May]**

Embark on an adventure like no other with OREO Spacedunk! Fans in Singapore can join the fun by simply purchasing a minimum amount of SGD10 worth of OREO products. Submit your receipt via WhatsApp to +65 8950 1834 and stand a chance to win amazing prizes such as a drone, PlayStation 5, spacesuit and OREO Spacedunk merch. Donâ??t miss out on the grand prize â?? a one-of-a-kind VR Headset!



The OREO Space Dunk Cookie Collection has been available on shelves since 1 March 2025.

The campaign invites fans to share their excitement and connect with fellow enthusiasts online using the hashtags **#OREOspacedunk.** Whether youâ??re an avid space exploration enthusiast, a fan of OREO, or both, this collection is an invitation to discover a playful range of cookie embossments, participate in fun games, and enjoy the limited edition Spaceburst Cream cookie during memorable moments with friends and family.

For more information and updates on the OREO Space Dunk cookies, fans can go to **www.oreospacedunk.com** and follow OREO on oreo.mysg to be among the first to know about future brand news.

About MondelÄ?z International

MondelÄ?z International, Inc. (Nasdaq: MDLZ) empowers people to snack right in over 150 countries around the world. With 2024 net revenues of approximately $36.4 billion, MDLZ is leading the future of snacking with iconic global brands such as Oreo. MondelÄ?z International is a proud member of the Standard and Poorâ??s 500, Nasdaq 100 and Dow Jones Sustainability Index. Visit www.mondelezinternational.com.

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Author
hamimah