

nutella

FERRERO

MARKET

Breakfast is perhaps one of life's simplest pleasures - a good morning start will undoubtedly filter positive feelings through to the rest of your day. This feel-good factor isn't merely due to food though as a simple sandwich prepared with love from a mother is a symbol of affection and comfort.

NUTELLA®, produced with high quality ingredients, is a delicious part of the meal that can be enjoyed at breakfast, providing the right start to the day.

NUTELLA®, free from colouring and preservatives, has all the goodness of milk, hazelnuts and cocoa.

NUTELLA® competes within the spread category and is aiming to become one of the essential elements within the Arabic breakfast.

ACHIEVEMENTS

With a strong history NUTELLA® is a worldwide favourite. Today it is spread in over 75 countries across the globe and is the number one spread in Europe. It has been recently launched in the US and its presence is constantly increasing among the emerging markets.

HISTORY

NUTELLA® spread, in its earliest form, was



created in the 1940s by Mr. Pietro Ferrero, a pastry maker and founder of the Ferrero company. At the time there was very little chocolate because cocoa was in short supply due to World War II rationing. So Mr. Ferrero used hazelnuts, which are plentiful in the Piedmont region of Italy (northwest), to extend the chocolate supply.

The original version of NUTELLA® spread was called "pasta gianduja," - pasta which means paste, and "gianduja" which is the name of a

carnival character famous to the region, a character that can be found in the first advertisements for the product.

Pasta gianduja was actually made in loaves and wrapped in tinfoil, so it could be sliced and placed

on bread for mothers to make sandwiches for their children. But many children, as you can imagine, would throw away the bread and only eat the pasta gianduja! So Mr. Ferrero altered the product into a paste that came in a jar, so it could be spread on the bread. This then became



known as "supercrema gianduja," because it was a spreadable version of the gianduja. "Supercrema gianduja" was eventually renamed as "NUTELLA®" in 1964.

From the start NUTELLA® spread was well received, since it was a less expensive way for people to enjoy something that tasted so good... a kilo of chocolate at the time was six times the cost of a kilo of pasta gianduja. So NUTELLA® was a product that everyone could, and did, enjoy. The product became so popular that Italian food stores started a service called "The Smearing". Children could go to their local food store with a slice of bread for a "smear" of "supercrema gianduja."

NUTELLA® was first imported from Italy into Egypt over fourteen years ago, in 1996.

With each passing year, the popularity of NUTELLA® grew steadily, and has now achieved Superbrand status in the market!

PRODUCT

NUTELLA® is a tasty hazelnut spread that contains quality ingredients, such as skimmed milk and a hint of cocoa, and it can be used on a wide variety of breads. NUTELLA® characterising ingredients are:

Hazelnuts

Hazelnuts, like other varieties of nuts, contain antioxidant compounds.

Each 350 gram jar contains approximately 45 hazelnuts and each 750 gram jar contains approximately 97 hazelnuts.

Skimmed Milk

Important source of protein and calcium, Skim Milk is also containing vitamins and has less fat than whole milk.

Cocoa

The ingredient that is naturally rich in taste and energy.



PROMOTION

NUTELLA® has been advertised and promoted worldwide for many years. In 2009 a new communication "Good morning Nutella" was launched through Pan Arab satellite channels, aiming to reach Egyptian families. NUTELLA® is also present across several in-store activities, such as sampling, secondary placement near bakery section of supermarkets, in-pack promotion.

NUTELLA® is the official sponsor, among others, of the Italian, German and French soccer teams.

The brand is also sponsoring sports activities among children, in order to promote a healthy lifestyle among its young consumers.

BRAND VALUES

NUTELLA® is manufactured by Ferrero, a Company which has endorsed various ethical codes of conduct to ensure that its ingredients are cultivated to adhere to all ethical standards.

Ferrero participates in the Common Industry Commitment, established in 2001 under the Harkin-Engel Protocol, which is aimed at developing standards for certification that prove that cocoa beans and their derivatives have been

grown and processed without any connection to child labour. Ferrero is also a participant of ICI, the International Cocoa Initiative, connected indirectly to the initiative until 2006 and as a direct

member from 2007 onward. Furthermore, through the World Cocoa Foundation (WCF), Ferrero works towards improving the well being of cocoa farming communities.

Ferrero has also been a member of the Roundtable on Sustainable Palm Oil (RSPO) since 2005. RSPO, created in 2004 by organisations involved with the supply chain of palm oil, promotes the growth and use of sustainable palm oil through co-operation within the supply chain and stakeholders.

Quality and freshness are also important ways Ferrero guarantees that the best product is

supplied to the consumer.

Ferrero applies the very highest standards for the selection of raw materials, to the production process and for overall quality control.

www.ferrero.com/



Things you didn't know about nutella®

NUTELLA®'s 40th anniversary celebration is in the Guinness Book of World Records as the largest breakfast, which hosted 27,854 people at the AufShalke Arena in Gelsenkirchen, Germany, on May 29, 2005.

The amount of NUTELLA® produced worldwide in one day is equivalent to nearly three times the weight of the Statue of Liberty.

More than 70 million hazelnuts are used worldwide each day to produce NUTELLA®.

If you were to line up the number of jars sold annually, they would wrap around the moon four times.

Each year, more than 250,000 tons of NUTELLA® is produced around the world.

Superbrands