



The first version of Nutella was founded in a backroom of a pastry shop in 1944. Since then, Nutella's unique taste continues to inspire and satisfy the palate of generations of consumers

Nutella is a hazelnut spread with skimmed milk and a touch of cocoa, and it does not contain food coloring and preservatives. A 350gr jar contains approximately 45 hazelnuts while a 750gr jar contains approximately 97 hazelnuts.

The initial version of the hazelnut spread – which would later be called Nutella – was initiated and invented in the 1940s by Pietro Ferrero, a pastry maker and founder of the Italian company Ferrero.

At the time, there was a severe shortage of cocoa bean supply due to World War II rationing policy. In order to overcome this shortage, Ferrero decided to replace cocoa beans with hazelnuts, which were abundant in the Piedmont region in northwest Italy in order to create a spread with a taste similar as a chocolate spread.

The original version of Nutella was called “Pasta

Gianduja”. Pasta in Italian means spread and Gianduja is the name of a famous street carnival character in the region. Gianduja's figure also appeared on the first advertisements for the product.

Pasta Gianduja was initially solid and was marketed in the form of loaves wrapped in tinfoil so that mothers could put them between two slices of bread to make sandwiches. However, many children threw the bread away and ate only the Pasta Gianduja loaf. As a result, Ferrero altered the product's texture into a spread sold in jars so that it could be spread on bread. In the years that followed, the product's name was changed to Supercrema Gianduja and since 1964 it was called simply Nutella.

Nutella achieved success from the day of its launch, which prompted Italian food stores to offer a service known as “The Smearing”. Italian children went to the local store

holding a slice of bread for the storekeeper to dip a knife in the large jar of Nutella on the counter and sell them a “smearing” of Nutella on the slice of bread in their hand. Nowadays, the brand is sold in over 75 countries around the world, including the United States, and ranked as the number one spread in Europe. In recent years, its popularity has been increasing in the developing nations worldwide.

## The Brand Values

Over the years, Ferrero adopted strict ethical codes in order to ensure that Nutella ingredients are developed in compliance with ethical standards. Ferrero is a member of a group which is bound to developing standards for certification that proves its products are not based on child labor in the process of growing and cultivating

the cocoa beans in the product. Ferrero is also a full member in the International Cocoa Initiative.

Furthermore, through the World Cocoa Foundation (WFC), Ferrero strives to improve the well-being of cocoa farming communities.

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





[www.nutella.co.il](http://www.nutella.co.il)



cooperation within the supply chain. Nutella is the official sponsor of the Italian, German and French national soccer teams. The brand also sponsors sports activities for children to encourage a healthy lifestyle among young consumers.



## Brand Activity in Israel

Nutella's import to Israel from Italy started over 35 years ago, and over the years the brand has established its status on the market, with almost no marketing support. In Israel, Leiman Shlussel markets Ferrero products, including Nutella.

Nutella's declared goal in Israel is to incorporate the spread as part of the customers' breakfast. Studies reviewed by Giovannini, Agostoni & Shamir, show that between 10%-30% of children and adolescents do not eat breakfast. These studies have also revealed that children who do not have breakfast are more inclined to develop obesity and may suffer from low school performance. Therefore, Nutella, as part of its media message, could facilitate the consumption of breakfast by making it a pleasant and tasteful experience. That's why it is important for Nutella to promote such an eating episode. Therefore,

Ferrero has developed, in collaboration with local and international nutritionists a breakfast model specifically for the Israeli context: 50g of whole wheat bread, 30g of Nutella spread, one glass of low fat milk and one fresh fruit, which represents a nutritious meal, providing a good balance in terms of nutrients and a delicious breakfast option.

In the second half of 2010, a Nutella ad that was produced especially to the Israeli market was broadcasted on commercial television stations. It focused on the Israeli breakfast.

The company also prepared a special "Kosher for Passover" version of the product ad for Passover and also has produced specific POS material and an ad that showed the use of the spread on a matzah, as part of its strategy to adopt the product and the communication strategy to the local Israeli culture.

At the same time, the company increased its marketing

support of the brand by launching a designated website that displays facts about the importance of breakfast. In addition, Nutella maintains page on the Facebook social network that has assembled over 15,000 friends.

Nutella also manages activities at its points of sale, e.g. through location of the production near the baking category, etc.



**1940s**

Launch of the Initial version of Nutella.

**1964**

Product is given the name Nutella.

**1975**

Nutella is imported to Israel for the first time.

**2010**

Nutella launches the "Start your day with Nutella" campaign in Israel.

## Things You Didn't Know About Nutella

- Each year, over 250,000 tons of Nutella are sold around the world.
- More than 70 million hazelnuts are used worldwide each day to produce Nutella.
- The amount of Nutella produced worldwide in one day is equivalent to nearly three times the weight of the statue of liberty.
- If you were to line up the number of jars sold annually, they would circle the moon four times.
- Nutella's 40th anniversary celebration appears in the Guinness Book of World Records as the largest breakfast, which hosted 27,854 people at the Aufshalke arena in Gelsenkirchen, GERMANY. Giovannini, Agostoni & Shamir.

## And In the Future..

Nutella is proud of the unique taste of the product and promises that it will remain unchanged for many more years to come.

