

FERRERO ROCHER

Since the 1940's, Ferrero has delighted consumers with premium confections. What began as a local patisserie in Italy's Piemonte region is now one of the world's most popular confectioners. Ferrero Rocher entered the Israeli market 27 years ago and was positioning itself as a top quality boxed praline.

Ferrero Rocher

Since the 1940's, Ferrero has delighted consumers with premium, one-of-a-kind, quality confections. What began as a local patisserie in Italy's Piemonte region is now one of the world's most popular confectioners, satisfying cravings in over 140 countries worldwide. Ferrero, who deeply cares about quality, and freshness, guarantees a unique taste experience, which is why Ferrero continues to capture new consumers over the world. Ferrero Rocher was created in 1982 and first launched in Italy, France & the UK. In just a few years it became a favorite boxed chocolate for millions of people around the world. In fact, today it is the world leader in its category and is sold in more than 140 countries across 5 continents.

Ferrero Rocher has an interesting history behind: driven by the desire to make all the pleasure & enjoyment of a sophisticated chocolate speciality accessible to everyone, the Italian chocolatier Ferrero created Ferrero Rocher.

Ferrero Rocher offers a unique multi-layered taste experience – milk chocolate, crunchy wafer, smooth filling and whole hazelnut centre – individually wrapped in its unmistakable golden foil. Ferrero Rocher's transparent box revolutionized the boxed chocolate market because the transparency allowed Ferrero to enhance the precious gold appearance of


the single chocolates. For the first time consumers could immediately see the chocolates that they were buying.


Today, the transparent box, together with the gold foil, is an integral part of the brand identity.


In a boxed chocolate market dominated by assortments, Ferrero Rocher successfully challenged what consumers were used to. Nowadays 4.8 billion Ferrero Rocher are produced each year and sold in more than 140 countries across 5 continents.


The success of Ferrero Rocher is due to its main characteristics:



 **Luxury.** It's about Specialness. That little bit of luxury that comes from tasting a unique chocolate all carefully wrapped up in gold. It's also about the luxury of a precious shared moment.

 **Celebration.** It's about Festiveness. Those celebrations with the people we really care about – relaxed or more formal get-togethers. Ferrero Rocher is often given as a gift, or used to celebrate many different occasions.

 **Magic.** It's about that Hidden Ingredient. The magic component that comes from the great sensory taste experience adding that extra sparkle. Ferrero Rocher is a timeless combination of a whole roasted hazelnut smothered in a creamy filling and covered in crisp wafer, rich milk chocolate and finely chopped hazelnuts. The hazelnut found at the heart of every Ferrero Rocher, is specially chosen for its size to ensure the best possible flavour.

 **Togetherness.** It's about gifting and sharing. It's those precious shared moments with the people we really care about, which is why we truly believe in giving perfect and thoughtful gifts. Ferrero Rocher, is the ideal gift.





www.ferrero.com



Ferrero Rocher in Israel

Ferrero Rocher was one of the first Ferrero products to enter the Israeli market 27 years ago. It is immediately positioning itself as the top quality boxed praline in the market. As a sumptuous gift, for prestigious hosting and in high class parties Ferrero Rocher became the emblem of elegance and taste. The Israelis have adopted the gold wrapped pralines and made it their number one choice** when it comes to the chocolate boxes. Ferrero's challenge for Jewish New Year 2013 was to implement a 360° marketing approach. The core of the 360° campaign is to focus on the concept of "the perfect golden gift for all the occasions" and to use all the Ferrero Rocher institutional and precious elements in all the marketing touch points.

In order to satisfy all the consumers' needs we launched two new boxes: the Ferrero Rocher 62,5 g tube, suitable for little gifts and the Ferrero Rocher 212,5 g cone shaped box, a gift that reminds the consumer of one of the brand's icon, the pyramid.

The final touch is the full exploitation of shiny gold POS material that reflects the preciousness of Ferrero Rocher. The use of golden pyramid on all the communication tools (TVC, POS material, range) is aimed to reinforce in the consumer's minds the premium and the richness of the brand.

There is no Jewish New Year or other festivity without the gold of Ferrero Rocher.

**Source: N.1 brand in Value Market Share - Nielsen AC database (updated March 2013)

Ferrero Rocher Raw Materials

4 plants produce Ferrero Rocher

-  Alba (Italy)
-  Brantford (Canada)
-  Stadtallendorf (Germany)
-  Poços De Caldas (Brazil)

There Ferrero plants are all certified by external, independent bodies, according to standards of quality and food safety management systems.

18.000 annual tastes within Ferrero laboratories

70.657 metric tons of the freshest raw materials used for the production of Ferrero Rocher

100% of cocoa used in Ferrero Rocher, according to the required quantities of the five principal markets, is certified as sustainable by 2012/13*

* This is an approximate calculation based on the volumes concerning the commercial year 2011/12, on the selling forecasts for 2012/13 and on volumes of certified raw materials purchased in 2012/13



1982
Ferrero Rocher is launched in Italy, France and UK.

1986
Ferrero Rocher is launched in Israel.

2013
Ferrero Rocher is sold in more than 140 countries and its weekly production could cover the pyramid of Cheops.