

Kinder®

For the past 40 years, Kinder® has been developing as a master Umbrella Brand, through a wide range of innovative products going from snacks to the egg with a surprise, from chilled products to chocolate products and from seasonal offers to baked goods

Kinder® is a powerful idea of Michele Ferrero. The brand was born in Italy in 1968 as the division of the Ferrero Group having the mission of developing products designed with kids in mind.

Bringing parents and children together is the Kinder® philosophy, and in 40 years this philosophy is growing roots with millions of families all over the world. Today, Kinder® is a well-known and respected brand, established in Europe and rapidly expanding worldwide.

Beginning with Kinder® Chocolate, Kinder® has been developing as a master Umbrella Brand, thanks to a wide range of innovative products going from snacks to the egg with a surprise, from chilled products to chocolate products, from seasonal offers to baked goods. A family of innovative and tasty products, just as children like, but with high quality ingredients, and made with the care and attention that parents demand.

Three key brands

Kinder® Chocolate designed with kids in mind.

Kinder® Chocolate was the first product to be launched first in Italy in 1968, and represents Kinder®'s milestone, absolutely the most emblematic and representative product of the brand.

Kinder® Chocolate is a product with "more milk and less cocoa." It is an innovative chocolate creation that satisfies children's desire for tasting products whilst mothers are reassured by its high percentage of milk and high quality ingredients, without colorings and preservatives. Moreover, each Kinder® Chocolate pack contains many



portions, individually wrapped, so mothers can control the quantity they give to their children.

Kinder *bueno*

a moment of pleasure

Kinder Bueno was launched first in Italy in 1990 as a suitable snack for self-indulgence targeted at teenagers and young adults/for teenagers and young adults to indulge in. Kinder Bueno is a chocolate and crispy wafer snack with a soft creamy filling that provides contrasting tastes and sensations. A moment of pleasure that can be enjoyed also with others, thanks to its practical pack, with two individually wrapped snacks inside.



the toys; and fun, from the enjoyment to play with the toys.

Brand activity in Israel

The Kinder® brand has a 25 years history in Israel since 1986 when Kinder® Chocolate was first launched in Israel, followed by the launch of Kinder Bueno in 1991 and Kinder Joy in 2007.

Kinder® Chocolate: a high quality chocolate for kids

Kinder® Chocolate has established itself in Israel for both children and mothers. Children prefer the milky tasting individually wrapped bar, finger sized so that it fits into their

little hands. Mothers prefer it because they are reassured by the quality, the milky inside, and the ability to control sweet portions.

Starting from September 2013 a new TV commercial has been launched to revitalize the communication of the brand.

Family values and imagination are also important for Kinder®, therefore after last year

Kinder JOY

the surprises never end.

Kinder Joy, launched in Italy in 2001 under the name of Kinder®

Merendero, represents 3 wishes in

one: it offers a tasty snack, the

pleasure of a surprise and a

small toy to enjoy. In one product there is a tasty hazelnut-cocoa cream and milky

cream with two crunchy cocoa wafer balls and a creative surprise. With Kinder Joy, the brand fulfills the wishes of children, the demands of parents, reaches great taste, generates joy and stimulates the imagination.

Kinder Joy features 3 experiences in one product: Taste with its special recipe; Imagination, from the surprise of



1968

Michele Ferrero launches Kinder® Chocolate

1986

Kinder® Chocolate first launch in Israel

1990

Ferrero launches Kinder® Bueno



The Kinder® Recipe

Kinder® has particularly strict regulations in terms of:

- **SELECTING** ingredients: devoting every attention to research and traceability
 - **PROCESSING** ingredients: which is why Kinder® has developed and perfected industrial processes that ensure that the intrinsic properties of all nutrients are maintained.
 - **PORTIONING**: which takes into consideration children's nutritional and energy requirements.
- Kinder® contains no colorants or preservatives. It selects certified non-GM ingredients.

success, Kinder® is repeated the digital activity linked to the creativity: "the big blackboard" competition: a dedicated internet site "www.kinderart.co.il" where kids can create their drawings and the best ones will be realized and displayed as the biggest outdoor in Tel Aviv (Azrieli Wall).

In March 2013 another successful Kinder® Chocolate promotion, "Kinder® Kid Face", took place for the second time in Israel. Nearly 10,000 pictures of Israeli kids were uploaded on Kinder® website and the 3 most voted online will appear on Israeli Kinder Chocolate Passover packages in 2014.

Kinder Bueno: "Wake up your senses"

Kinder Bueno today is the best-selling snack bar in Israel (SOURCE: Nielsen, Chocolate Snack, Volume Sales, MAT July 2013).

Teenagers and young adults enjoy its unique taste and combination of crunchy and creamy sensations that

"wake up your senses": Kinder Bueno shape attracts the eyes, the aromatic hazelnut teases the nose, the crispy wafer crunch excites the ears, and the smooth milk and hazelnut filling seduces taste buds.

Kinder Bueno is perceived as a "cool" brand among young people as the successful communication platform "wake up your senses" is linked to music, dance, trendiness, group recognition.

In May 2013 a new TV commercial was launched in the Israeli market, directed by the famous Israeli director Eli Sverdllov.

Last year Kinder Bueno launched also a very successful promotion, "Kinder Bueno live concert", where 36 couples of people won VIP tickets to a concert of their choice in a European city, including flight tickets and accommodation for the weekend.

More surprises and celebrations will happen this year...

Kinder Joy: "Three experiences in one snack!"

Following many years of success of Kinder® Surprise, that became an icon, an innovative renewal of the product

was introduced in Israel in 2007, Kinder Joy: a tasty creamy and crunchy snack to be enjoyed with a spoon, and a surprise.

The unique shaped Kinder Joy is sold all over the country, from Metula in the north to Eilat in the south, in supermarkets, grocery stores and over 10,000 kiosks. Kinder Joy is the best selling product in the Eggs category in Israel (SOURCE: Nielsen, Chocolate Snack, Volume and Value Sales, MAT July 2013).

In August 2013 Kinder Joy launched a new toy series from Disney: Monsters University, supported by a new TV commercial. As the movie "Monster University" was launched in Israel at the same time, a media and branding activity took place also in Cinema City complexes.

Dedicated unique materials with Kinderino and Monster University characters were placed in the biggest retailers around the country to create excitement about the new "monstrous surprises"!

In January 2014, Kinder Joy plans to introduce a new amazing toys collection with a dedicated TV commercial and a variety of cool activities!

1991
Kinder Bueno
first launch in Israel

2001
Ferrero launches
Kinder Joy

2007
Kinder Joy
first launch in Israel