



From its beginnings in Italy in 1946, nutella has grown to become the world's leading hazelnut spread and is now marketed in 75 countries globally. Since its relaunch in the UK in 2007, nutella has enjoyed double digit growth, successfully altering perceptions and becoming increasingly accepted as a regular spread at family breakfast time. In February 2009 nutella became the UK's leading sweet spreads brand according to Nielsen.



Market

There are 16 billion in-home breakfast occasions a year in the UK which represents one in four of all meals eaten (Source: TNS Family Food Panel November 2008). According to nutritionists, breakfast is the most important meal of the day and yet many people still leave home without it. The key reasons for missing breakfast are a lack of time, followed by not liking what's on offer or simply not being hungry (Source: nutella Breakfast Time Report

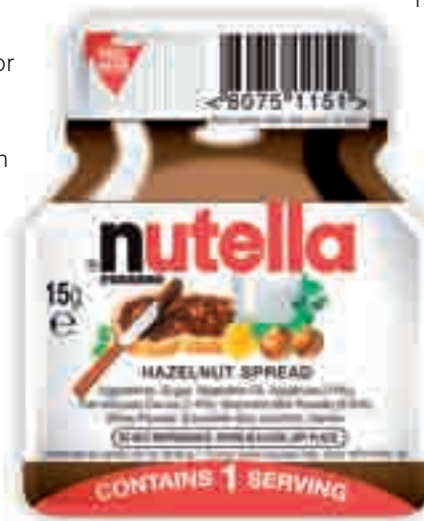
2007). The breakfast foods most typically consumed in the UK are cereals and toast with spreads. Indeed, 74 per cent of all sweet spread consumption occasions are at breakfast time (Source: TNS).

The sweet spreads market is worth £310 million and is in nine per cent growth year-on-year (Source: ACNielsen 52 w/e 21st February 2009). Within this, nutella has an impressive 67 per cent value share of all hazelnut and chocolate spreads in the UK. nutella is also strong in sweet spreads worldwide and is worth US\$1.2 billion, making it 10 times more valuable than its closest rival (Source: Euromonitor International Packaged Food 2007).

Product

Contrary to popular belief, nutella is a hazelnut rather than chocolate-based spread, containing almost twice the amount of hazelnuts to cocoa. In fact, in each 15g portion there are two whole hazelnuts and nutella contains no artificial colours, preservatives or hydrogenated fats.

nutella has been proven to release its energy slowly (Source: Leatherhead Food RA) and with no need to use an additional butter or fat-based spread, it is therefore a good alternative to jam or peanut butter at breakfast time.



In the UK nutella is available in three different jar sizes: 200g, 400g and 750g.

Achievements

Following the 2007 repositioning of nutella from an occasional treat to a breakfast spread, the brand has moved from being the third largest sweet spreads brand to become Britain's number one sweet spread brand in just 18 months (Source: ACNielsen).

Sales of nutella have grown sharply, up 26 per cent year-on-year, almost three times faster than the sweet spreads category itself. In the last year nutella has driven 77 per cent of all the value growth in the category (Source: ACNielsen March 2009). In fact, over the past 12 months, nutella has attracted 1.4 million new households and is now purchased by one in every four family households. Existing consumers have stepped up their buying frequency with repeat purchase rates increasing significantly from 34 per cent to 45 per cent (Source: ACNielsen).

Parents are now connecting more strongly with nutella than ever before, with the number naming it as their first choice of sweet spreads brands increasing almost fivefold.

Recent Developments

After spending years in the UK being perceived as a chocolate spread – and therefore an 'occasional treat' with limited penetration – in 2007 nutella



was successfully relaunched to UK mums. Its bold repositioning moved the spread away from being an occasional 'chocolate' treat to become a breakfast spread.

nutella launched an all-encompassing campaign called 'wake up to nutella' with significant sales and marketing investment of £8 million. nutella was successfully repositioned by using all touch points – TV, press, consumer PR, online and packaging – to tell mums that nutella provides a good start to the day.

Promotion

At the heart of the nutella brand proposition lies the promise of an appetising taste and a good start to the day.

In order to encourage consumers to re-examine the suitability of nutella as a breakfast spread, the little-known fact that it is actually a hazelnut rather than chocolate-based spread – and therefore a good breakfast option when served as a 15g portion on wholegrain toast – formed the building blocks for an engaging communication platform. A consultant nutritionist was brought on board to ensure that the nutella ingredient story was conveyed in a way that was both credible and responsible, with the resulting 'wake up to



nutella' campaign positioning the spread as a suitable addition to the breakfast table alongside commonly seen spreads such as jam, honey and marmalade.

'Wake up to nutella' saw the brand utilise television advertising with slots showing mums choreographing their young families through the weekday breakfast ritual of toast popping and nutella spreading, accompanied by a voiceover explaining the ingredients and slow energy release message. New print adverts were also developed for women's weeklies while online, nutella targeted popular mums' websites and launched wakeuptonutella.co.uk, highlighting the importance of having breakfast before leaving home – and nutella's role on the breakfast table.



In stores, nutella's visibility significantly improved with new point of sale displays utilising the 'wake up to nutella' tagline and driving significant sales growth.

Brand Values

An iconic brand for millions of families worldwide, nutella is committed to offering a unique product through a blend of simple and uncompromised, high quality ingredients.

It aims to continue its mission to add value to the family breakfast table and to remain a trusted breakfast time staple.

wakeuptonutella.co.uk

Things you didn't know about nutella

If all the nutella bought in Britain in a year was spread on toast, it could cover more than 1,000 full-size football pitches.

There are two hazelnuts in each 15g portion of nutella and in the last year, 529 million hazelnuts were consumed in the spread in the UK alone.

On average, one jar of nutella is sold every 2.5 seconds and enough jars were sold in the last year to provide almost 50 per cent of UK households with one.

The nutella facebook page has more than 2.9 million fans, making it the second most popular brand fan site in the world.

1946	1949	1964	2007	2008	2009
With cocoa beans in short supply due to post-war rationing, Italian patisserie maker Pietro Ferrero creates 'Pasta Gianduja' – a blend of toasted hazelnuts and cocoa.	Ferrero modifies the recipe so that it can be more easily spread on bread, creating 'Supercrema Gianduja'.	The product is renamed 'nutella' (thanks to the wide appeal of its hazelnut taste) and is launched in the UK.	In August, nutella is relaunched in the UK.	nutella becomes Britain's number one sweet spread brand (Source: ACNielsen).	nutella celebrates its 45th year in the UK.