

In this study about Ferrero and the product Nutella, we will talk about the brand, the history and the origins.

I) Ferrero's developpement

A) The origins of Ferrero

The adventure "Ferrero" begins in Italy, in 1946, after the Second World War.

Pietro Ferrero, a confectioner and chocolate maker in Alba, revolutionizes the breakfast and snacks for millions of children by selling the recipe: "Giandujot," a preparation with hazelnut, milk and a hint of cocoa, which quickly becomes a success.

The use of nuts in this recipe chocolate is linked to economic circumstances of the postwar period. Indeed, at that time, the cocoa beans are rare and expensive.

In 1949, Pietro Ferrero improves his recipe until a creamy paste and he launches his new preparation under the name "Supercrema".

His son, Michel Ferrero decides to withdraw sales of chocolate spread in 1963 in order to replace it with an equivalent product, "la Tartinoise" marketed in Europe. The new name is linked to a constraint imposed by Italian law prohibiting the use of the prefix "Super" in brands.

Finally "the Tartinoise" was renamed "Nutella" in 1964.

B) Ferrero in France

In the mid 50's, Michele Ferrero believes that they must look beyond borders to ensure the soundness and safety of society. He seeks European expansion. The arrival of Ferrero in France is in the late 1950s.

In December 1959, the Chocolate Dulce SA controlled by Ferrero bought a former textile factory in Villers-Norman Ecalles. Soon, this small industrial unit is transformed and modernized in order to implement the necessary machinery for the production of chocolates. The goal then is to start production of "Mon Chéri" in France.

In 1961, Ferrero begins production of "La Tartinoise." At first only one line of manufacturing and packaging exists. But with the success of the product, a second line is installed. Production is destined to France and Belgium. A few years later new production lines are added to produce Kinder Bueno.

On 1 July 1970 Dulce SA takes officially the name of "FERRERO FRANCE".

The great adventure of FERRERO FRANCE will continue by introducing the French market leading brands.

Today's French Ferrero activity is concentrated on three sites around Rouen: Villers-plant eCall, the Grand-Quevilly warehouse and head office of Mont Saint-Aignan.

With a sales force spread throughout the country, Ferrero France now has nearly 1,200 employees.

C) Ferrero in the World

From Alba, where is the traditional seat of the family Ferrero, the Group has gradually internationalized emphasizing organic growth and focusing quickly on its European neighbours: Germany first (1956) followed by France (1959).

In addition, Ferrero moved into other European countries: Belgium, the Netherlands, Austria, Switzerland, Sweden, the United Kingdom, Ireland, Spain, Portugal, Greece, Poland ...

Ferrero now has 38 sales offices and 18 production sites mainly in Europe, North America and South and Southeast Asia.

In recent years, the group is involved in developing regions through a single subsidiary called "social Impresa". Present in Yaounde, Cameroon, Baramati in India in Colombo, Sri Lanka and Johannesburg in South Africa, this initiative to rethink the traditional business model around the notions of solidarity and development. It's to develop an economic action and contribute effectively and sustainably to improve living conditions and development of areas particularly disadvantaged.

D) Ferrero's description

Creation	1946
Founder	Pietro Ferrero
Legal Form	Group SA
headquarters	Alba (Italie)
Activity	confectioner and chocolate marker

Products	Spread Chocolate bars Pocket confectionery Chocolate confectionery Dry snacks Ultra-fresh
Employees	21700
Turnover	6,6 billion(euro)
Website	www.ferrero.com

Products:

- 1960: Start of production of pralines "Mon Cheri"
- 1961: The plant begins manufacturing chocolate spread "The Tartinoise"
- 1966: "La Tartinoise" becomes "Nutella"
- 1971: Launch of Tic-Tac
- 1975: Launch of Kinder Surprise
- 1978: Launch of Kinder Chocolate
- 1982: Launch of Ferrero Rocher
- 1987: Launch of Kinder Delice
- 1988: Launch of Kinder Conutry
- 1992: Launch of Kinder Bueno
- 1996: Launch of Kinder Pingui
- 1997: Launch of Kinder Maxi
- 1998: Launch of Raffaello
- 2000: Launch of Duplo
- 2004: Launch of Kinder Chocofresh
- 2007: Launch of Kinder Bueno White
- 2008: Launch of Ferrero Garden

II) NUTELLA

A) history

Ferrero introduced Nutella on the market in 1963.

First the original form of Nutella was first created in the 1940 by Mr. Pietro Ferrero, a pastry maker and founder of the Ferrero Company. At the time, cocoa was in short supply due to rationing during the Second World War, which meant cocoa beans were not readily available. Pietro Ferrero has mixed toasted hazelnuts with cocoa, cocoa butter and oils to create 'Pasta Gianduja'.

His recipe is made from ingredients available in this region of northern Italy nuts, milk, sugar and just enough cocoa. He obtained a paste that shapes "in pain" wrapped in a sheet of tin. Inspired by a classic Piedmont traditional pastry, this product will be called "Giandujot"

But it was not until 1949 that the recipe is completed. For a hot summer, says the legend, the Giandujot began to melt like snow in the sun. Seeing this, Pietro Ferrero immediately understood the great advantages of this consistency creamier. He adapted the recipe for the creamy chocolate spread that we know today, and called at the time Supercrema.



Eventually in 1964 in recognition of the international appeal of the unique hazelnut taste, the product was re-named **Nutella**. This name replaces "La Tartinoise" that the French people knew since 1963.

According to the product label, the main ingredients of Nutella are [sugar](#) and palm oil by [hazelnut](#), [cocoa solids](#) and [skimmed milk](#). Nutella is marketed as "hazelnut cream" in many countries.

In France, in 1966 we hear for the first time the chocolate spread Nutella. The success was big and kids love the taste mixed with hazelnuts and cocoa. Then the numbers of orders has increased and Pietro Ferrero has leads to industrialize the manufacturing process while respecting the rules of quality of master bakers to which he was strongly attached. Partnership with his brother Giovanni, who was in charge of marketing and distribution of the product, they went out to conquer Italy.

The brand :

Nutella (From word nut - nut in English-and Italian diminutive suffix ella)
Nutella has a system of visual identification, the colors are always red and black.

Slogan of Nutella in France: « il y a tant à vivre dans une vie d'enfant / il en faut de l'énergie pour être un enfant /nutella chaque jour c'est du bonheur à tartiner, / nutella de l'énergie pour penser et se dépenser »

B)STRONG POINT / WEAK POINT

<u>Strong Point</u>	<u>Weak Point</u>
<ul style="list-style-type: none">• Nutella has selected premium hazelnuts, and the goodness of milk and cocoa : it takes a lot of energy to be a kid.• Good environmental results in the production• Nutella can be part of a balanced breakfast• Nutella breakfast provides 24% of your daily intake of energy.• Nutella is a tasty hazelnut spread that contains quality ingredients such as skim milk and a hint of cocoa.• Nutella has a unique taste since 40 years with a unique recipe• Leader on the market.• There are three different jars of nutella to choose from (200g, 400g and 750g), so you can select the size that best suits your family. For individual servings choose	<ul style="list-style-type: none">• Is expensive in some countries• Nutella is not suitable for vegetarians as it contains whey powder, which is made with rennet from an animal source.• People became very fat : obesity problem• Nutella is unable to develop derivative products such as Nutella & go, has not been a great success.• frowned upon by Greenpeace for the non-response on the issue of soy in nutella

<p>from a 15g portion.</p> <ul style="list-style-type: none"> • The palm oil is naturally extracted from the fruit of the palm. This palm oil is adjusted to assure the best consistency for easy spreading by reducing the level of saturated fat. 	
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C) EVOLUTION OF THE PRODUCT

In 1978 Nutella was launched in Australia, and is now the third largest selling branded spread in Australian supermarkets.

Nutella is a worldwide favourite. Today Nutella spread over 75 countries across the globe and is the No1 spread in Europe.

Nutella is distributed nationwide and can be found in grocery, mass merchandiser, warehouse and club stores. Nutella is generally found near the peanut butter and sweet spreads section in grocery stores.

There is more and more shop called "NUTELLERIA" and they sell a lot of food, chocolate bar, with nutella.

Now Nutella produces:

- Heavyweight T-Shirt :

Made from 100% heavyweight in this case this shirt is sure to get peoples attention.

- Classic Mug :

One white is perfect for the morning coffee or tea.

- Tumbler :

One white: biodegradable tumbler is easy to hold and is perfect for travelling.

The evolution of Nutella's bottle :



The range of Nutella:

- NUTELLA & GO, take away the nutella. Nutella & Go is a recent product is sold in France since September 2008. The combination of delicious hazelnut chocolate spread with crunchy cereal sticks to taste outside the home. Nutella Snack&Drink .



- Nutella Snack & Drink :in a solid and practical packaging, the essential chocolate spread with small sticks and drink tea and peach juice was lauched in France, by Ferrero. Nutella snack & drink is a practical and modern product but also an original combination of tastes for all the kids.



D)Values of the product

Nutella has some rules to respect and the most important things for them are :

- **You** (the customer) are at the heart of everything we are dealing with every day. Ferrero has always had a relationship of trust with the consumer. That's why the customer expectations are essential to them.
- **Quality**: Ferrero take constant care in selecting the best ingredients to ensure absolute freshness of our products.
- **Innovation**: Our products are the result of unique ideas spread around the world. They have a good status in many countries where they are part of everyday consumers.
- **"Glocalization"** : they think globally and work locally. They attach great importance to the regions, local communities that they meet.

To sum up Nutella is the leader on the market. The other competitors are trying to find new unique features to remain on the field. Also by the diffusion of advertising on Tv, Michel Ferrero want to show the well being and enjoying the Nutella with a glass of milk and fruit for a balanced breakfast. He wants to reveal that a such earlier meal in the day "is full of energy".

Why Nutella ?

We love Nutella because it has a unique taste. The blend of simple and wholesome ingredients, hazelnuts, sugar, skim milk and a hint of cocoa, combined with its creamy texture spread on whatever bread you choose, will delight your taste buds with each bite.

It can be difficult to persuade children to eat breakfast. When used in moderation with complementary foods, Nutella is a quick and easy tool to

encourage kids to eat whole grains, such as whole wheat toast, English muffins, toaster waffles and bagels.



CONCLUSION :

To conclude, Nutella is nowadays a leader, and its unique recipe and taste is more and more present at home.

Ferrero, spécialiste des produits à base de cacao, Nutella est devenu un élément incontournable dans les cuisines familiales. Mais le succès of this product est sa fabrication.

Nutella communicates the lifestyle and not the product itself.
No need to convince consumers about the benefits of the product its reputation is sufficient.