





- WORKING
- CREATING
- DONATING

FERRERO

Type	Società per Azioni (joint-stock company)
Industry	Food
Founded	1946
Founder	Pietro Ferrero
Headquarters	Alba, Piedmont, Italy
Key people	Giovanni Ferrero, Acting Chairman, CEO
Products	Confectionery
Revenue Increase	€7.7 billion
Operating income	€856 million
Number of employees	22,298
Website	www.ferrero.it



- Italian manufacturer of chocolate and other confectionery products and it is the biggest chocolate producer in the world,
- founded by confectioner Pietro Ferrero in 1946 in Alba, Piedmont, Italy
- private company owned by the Ferrero family and described as "one of the world's most secretive firms"
- The Ferrero Group worldwide – now headed by CEO Giovanni Ferrero – includes 38 trading companies, 18 factories and approximately 21,500 employees.
- Ferrero International SA's headquarters is in Luxembourg.
- Its German factory is the largest of all and Pasquale Giorgio is its current CEO.



- **The Piera Ferrero Foundation**
promotes activities in the areas of art, science, history and literature by organizing conventions, conferences, seminars and exhibitions.
- It also offers health and social assistance to ex-employees of the group for at least 25 years

FERRERO



*We are proud of you.
Thank you Michele*

Working Creating Donating

- The three verbs identify the dimensions of the human person fully included in social life:
- the person working with dignity, talent and responsibility
- aims at building – creating new situations addressed to the general welfare of the community.
- This responsible participation in community life is realized through the gift, of one's skills, experience, time and projects.

- **The Ferrero Foundation** wants to enhance the retired person to recognize its heritage of values, experiences, wisdom and humanity as a common good and a significant capital to invest on;
- awards scholarships and research; provides funding to organizations or persons, in order to help improve the quality of human life, also with reference to the world of childhood.





Dalla vivace America
Sembra dire:
Natale è gran
santissimo...
... è lui?

Natale nessuno
lo conosce più come che ha più amici nel mondo



Dalla grande Cina
Sembra dire: Natale
è il più
... è lui?

Natale nessuno
lo conosce più come che ha più amici nel mondo



Dalla serena Canada
Sembra dire:
Natale è la festa
santissima...
... è lui?

Natale nessuno
lo conosce più come che ha più amici nel mondo



Dalla vivace Paris
Sembra dire:
Natale è la festa
santissima...
... è lui?

Natale nessuno
lo conosce più come che ha più amici nel mondo





- The Nutella was born in 1964, but its origins dates back to 1945, In the back room of the bakery Ferrero, in Alba Piedmont.
- At that time people could not afford to spend money in sweets.



- **Master Pietro Ferrero** was attempting to create a new chocolate based product, not too expensive but good.
- One evening he had the idea to mix the dough with chocolate hazelnut butter and coconut, what came out was a kind of semisolid jam .
- Once cooled in a rectangular mold, the mixture turned into a kind of big stick solid to be cut into slices: the was born **Nutella!**

- Its first name was “Giandujot”,

- The new product immediately received an unexpected success and Pietro Ferrero had another brilliant idea: to distribute it also in smaller portions for sale individually,

- The cremin (CREMINO) was born



- Some argue that in the hot summer of 1949 "**Giandujot**" cream melted like snow in the sun; so the shopkeepers decided to put it in jars and sell it as a cream to spread.
- the new product was sold in glass jars with the name of **Supercrema**,



- it was one of the cheapest chocolate based product available on the market.

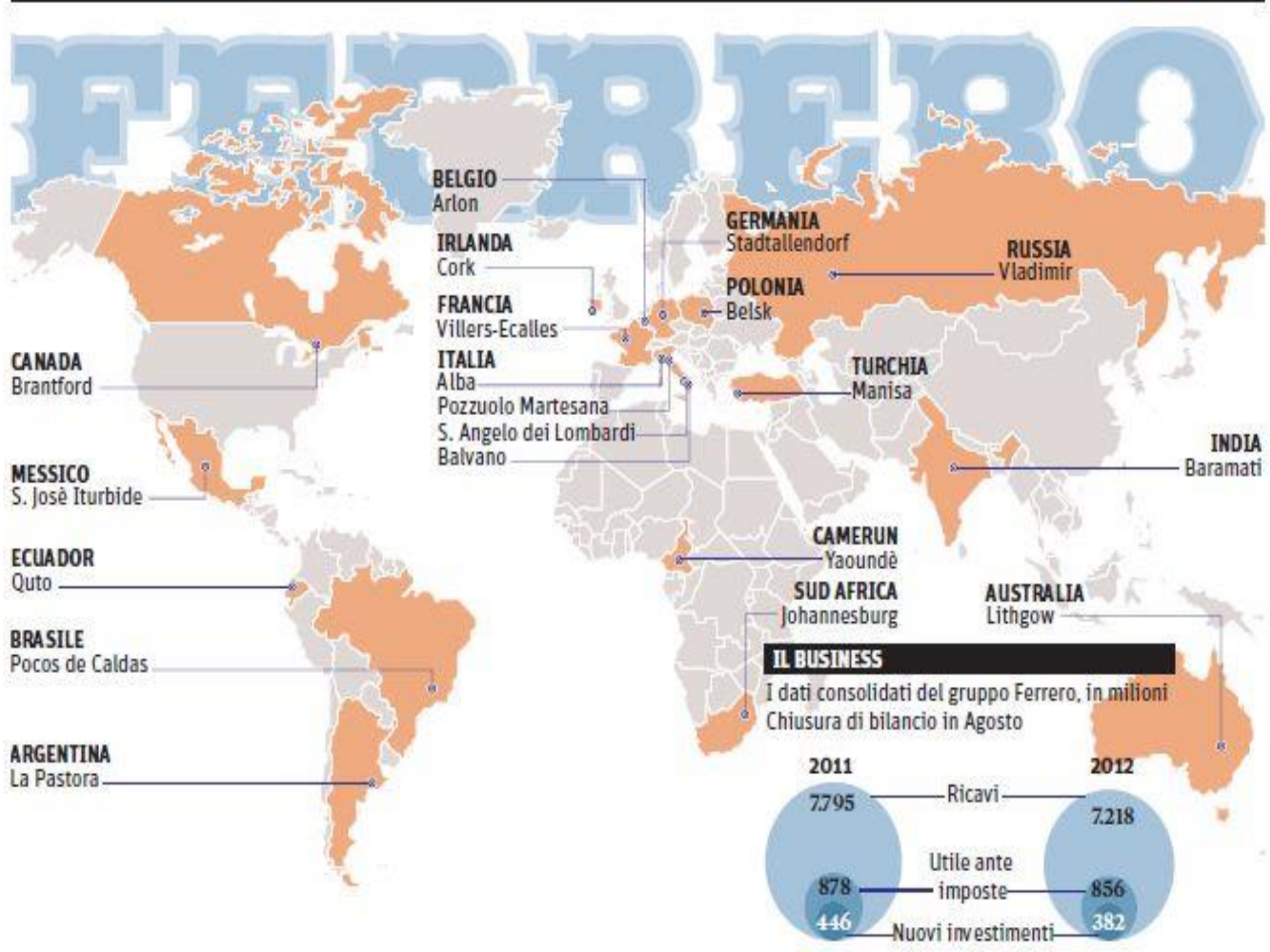


- The turning point came in 1964
- Michele Ferrero decided to perfect the formula, making it softer, giving it a new name: Nutella.
- Nutella comes from "danut", which in English means hazelnut, accompanied by the pet name ... "she" to suggest its use almost playful;
- a large "N" in black and the rest of the name in red.

FERRERO

The image shows the exterior of a modern building, likely a Ferrero factory or headquarters. The building features a prominent sign on the roof that reads "FERRERO" in large, yellow, three-dimensional letters. The facade is composed of light-colored panels and large glass windows. A wide, curved overhang extends across the front of the building. Below the overhang, there are two large, blank white rectangular panels. To the left, a dark car is parked in a covered area. To the right, there is a glass entrance door and a window. The building is surrounded by a paved area and some landscaping, including a small potted plant in the foreground.







 Somerset
(Stati Uniti)

 Caguas (Porto Rico)

 Quito (Ecuador)

Pocos de Caldas (Brasile)

 Buenos Aires (Argentina)


Cork (Irlanda)

 Arlon (Belgio)

 Villers Ecalles
(Francia)

 Belsk (Polonia)

 Stadtlendorf (Germania)

 Italia

 Alba (CN)

 Pozzuolo Martesana (MI)

 S. Angelo dei Lombardi (AV)

 Balvano (PZ)

Lithgow (Australia) 



I marchi concorrenti





Competing brands abroad

- "Merenda" in Greece
- "Nusspli" in Germany
- "Alpella" in Turkey
- In Australia Sweet William
- In Canada "Choconutta", "Hazella"
- In the New Caledonian : "Biscochoc".
- In Spain e Portugal: Nocilla



E poi dicono
che faccio
ingrassare!!!!

