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Italy

Product Brief

Nutella - An Italian Success Story and Cultural Fascination

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Report Highlights:

In the 1940's, Pietro Ferrero, a pastry maker and founder of the Ferrero Company, created an economical spread of mixed cocoa and hazelnuts called Nutella that would soon become a standard item in every Italian home. This success has now become international as Nutella is sold in more than 100 countries worldwide, netting Ferrero more than \$ 850 million a year. All this without any DOC protection!

Includes PSD Changes: No

Includes Trade Matrix: No

Unscheduled Report

Rome [IT1]

[IT]

Nearly three generations of Italians have grown up eating Nutella, a chocolate and hazel-nut spread created in the 1940's by Pietro Ferrero, an Italian pastry maker and founder of the Ferrero company. As cocoa was in short supply due to war rationing, and chocolate was considered to be a luxury item, Mr. Ferrero invented an economical new sweet product by mixing cocoa with toasted hazelnuts, cocoa butter and vegetable oils to create a spread called "pasta gianduja". Today, Nutella is considered to be the leading chocolate spread in Europe and possibly worldwide. Nutella can also be found in supermarkets throughout the United States.

Nutella dominates its product category worldwide, and in Europe is viewed both as a snack food and as a breakfast spread (in croissants and spread on plain bread). While Nutella has been in the U.S. market for over 20 years, it still has a relatively low brand awareness, being overshadowed by American peanut butter.

Nutella is available at local grocery and specialty stores throughout the world, and is usually placed alongside peanut butter, jams and jellies. Nutella's price ranges from \$3 to \$6 for a 13 oz. jar. For Christmas, Ferrero has created a special 6-pound jar of Nutella as a novelty gift.

According to a recent article in the International Herald Tribune, "Nutella is one of those rare products that have transcended their nature as food to enter the collective consciousness. Generations of Italians have appropriated Nutella, and they all feel as though it belongs to them. It transcends generations. It is national-popular." Without any need of a geographic indicator, a DOP or a DOC denomination, using "old fashioned" trademarks, Nutella belongs to the people and is unique and universally accepted as the Italian cocoa and hazelnut spread.