

Above: The Giandujot, the Italian “ancestor” of Nutella, was a solid block of hazelnut and cocoa paste wrapped in aluminum foil that could be sliced and eaten with bread. The photograph above, which was taken in 1947, shows the first Ferrero plant where the company was founded, in Alba, in northern Italy.

Below: The first branded packaging used the image of Gianduia, the traditional Carnival character of Piedmont, who lent his name to the hazelnut and cocoa product. Gianduia was used in Ferrero advertising until 1954.





Above: The hazelnut paste became spreadable in 1949 with Supercrema.

Below: Models of vintage Ferrero trucks. The Ferrero fleet of vehicles that distributed its products in Italy was second in number only to the Italian army's. Photos courtesy Eagle Moss Publications Ltd.



nutella



Ferrero

Una delizia da spalmare sul pane

Servitela al mattino: **NUTELLA** è la razione di sostanze più sane che ci regala la natura: zucchero, nocciole, latte e gusto di cacao. Spalmata sul pane, è la colazione eccellente che mette buon umore a chi la serve e a chi la gusta. Il lavoro rende, e la fatica non pesa, con **NUTELLA** al mattino!

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Italian newspaper advertisements published in 1964 emphasized eating Nutella for breakfast, stating "Serve it in the morning."

depuis
nutella
les noisettes ça se tartine



LE LAIT,
LE CACAO,
LE SUCRE
AUSSI.

De mémoire de mère de famille, on n'a
jamais vu ça : des noisettes, du lait, du
cacao, du sucre sur une seule tartine.
Pourtant ça existe.
Une tartine de Nutella, c'est un vrai goûter
complet. Plein d'énergie. Et de l'énergie,

vos enfants en ont besoin toute la journée.
Donnez-leur Nutella au goûter de 4 h, au
goûter du matin à 10 h, au petit déjeuner
ou au dessert. Avec Nutella, c'est toujours
le goûter.

Dulcèa, SA. (76)

FERRERO

In the 1970s, Nutella advertising in France also paired the product with bread, suggesting that it can be eaten in the morning, as a snack or as a dessert.

German and Dutch advertisements focus on mothers as providers of Nutella for breakfast or an afternoon snack.

**Tag für Tag:
„guten Morgen Nutella“**

Was gesunde, muntere Kinder an so einem Tag finden, springen, kitzeln und lachen ... das mag Eltern und Haus- & Hofbesitzer so selbstverständlich sein.
Frischgeknetete, goldgelbe Marmelade schmeckt ihnen. Aber Kinder lieben die großartige Nutella-
Nachtisch schmeckt ihnen. Und viele für eine tolle Kombination: Nutella mit Milch und in der
Nacht. Für einen gesunden Frühstücksmorgen und Kinder für den guten Tag für heute. Für
sich selbst und für den nächsten Morgen. Nutella ist ein gesunder, leckerer und gesunder
Morgen. Nutella.

**für heute -
für morgen -
für übermorgen**

Nutella - ein ganzes Glas voll köstlicher Gesundheit **FERRERO**

van kostlicher



Nutella, zoveel goede dingen voor hun groei

Hazelnooten en melk, rijk aan proteïnen, koolst, calcium en vitaminen.

Nutella boterham per 100 g	
Energie	1.712 kJ
Proteïnen	10,00 g
vetten	29,00 g
Koolhydraten	59,00 g
Calcium	124 mg
Vitaminen B1	0,44 mg
Vitaminen B2	0,22 mg
Vitaminen B6	0,12 mg




En de heerlijke smaak van hazelnooten en cacao, omdat ze lekkere dingen willen.

Voor lekkere boterhammen: Nutella.





Nutella's most famous tagline was created in 1994: "*Che mondo sarebbe senza Nutella?*" ("What would the world be like without Nutella?") "Nutella parties" exploded as a trend, as shown in a popular TV commercial of the time.

16 de octubre 2013
Día Mundial del Pan
Con el soporte de:



A todos
los panaderos,



Above: Nutella newspaper
ad for World Bread Day in
Spain in 2013.

Right: The combination
of bread and Nutella
is an important element
on Facebook, too.





Left: Italian design has also been inspired by Nutella, such as the chest of drawers designed by Michelangelo Giombini, Matteo Migliorini, and Marco Sarno for the Salone del Mobile in 2006.

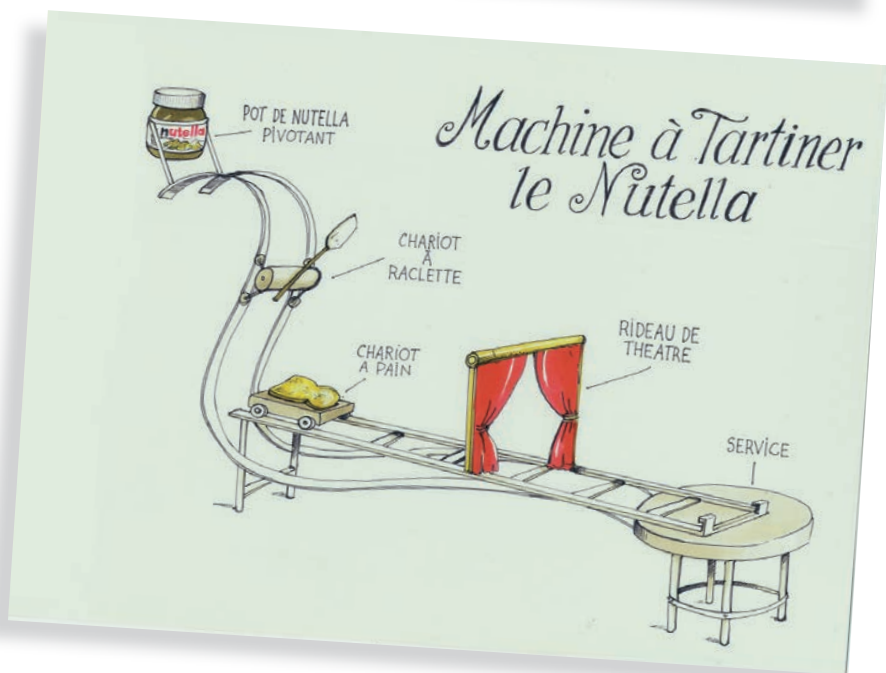
Below: The Andy Warhol-style image dates to 2003 and was produced by Ferrero France.





Today there are eleven factories worldwide that produce Nutella. From the top: views from Vladimir, Russia; Belsk, Poland; and Brantford, Canada.





Top, left and right: In 2007, an Italian-American blogger, Sara Rosso, invented World Nutella Day, which is celebrated on February 5.

Bottom: The popular *machine à tartiner*, a playfully designed machine for spreading Nutella, was unveiled in 2004 at the Carrousel du Louvre (www.lamachineatartiner.com).



In May 2014, Nutella's fiftieth anniversary celebrations were held across the world: a truck tour crossed the United States, stopping at many locations. Above: The first stop in New York.

Right, top and bottom: New York and Westfalenpark in Dortmund, Germany.





Above and right: The highly successful Nutella Bar, which opened inside Eataly Chicago in December 2013, was duplicated at the Eataly store in New York in 2014. Fans were offered many specialties made by Nutella.

Opposite: Just a few of the thousands of images posted by Nutella fans on the Nutellastories.com website, which went live to celebrate Nutella's fiftieth anniversary.



