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Since the 1940's, Ferrero has delighted consumers with premium, one-of-a-kind, quality confections. What began as a local patisserie in Italy's Piemonte region is now one of the world's most popular confectioners, satisfying cravings in over 130 countries worldwide. Ferrero care about quality, freshness guarantees a unique taste experience, that's why Ferrero continues to capture new consumers over the entire world. Ferrero Rocher was created in 1982 and first launched in Italy, France &

the UK. In just a few years it became a favorite boxed chocolate for millions of people around the world. In fact, today it is the world leader in its category and is sold in more than 130 countries across 5 continents.

Ferrero Rocher has an interesting history behind: driven by the desire to make all the pleasure & enjoyment of a sophisticated chocolate speciality accessible to everyone, the Italian chocolatier Ferrero created Ferrero Rocher. With its round but irregular shape inspired by the French artisanal speciality "les rochers" (meaning rocks), Ferrero Rocher offers a unique multi-layered taste experience - a creamy filling, a crispy wafer and a delicious crunchy whole hazelnut centre – individually wrapped in its unmistakable golden foil.

Ferrero Rocher's transparent box revolutionized the boxed chocolate market because the transparency allowed Ferrero to enhance the precious gold appearance of the single chocolates. For the first time consumers could see immediately the chocolates that they were buying. Today, the transparent box, together with the gold foil, is an integral part of the brand identity.

In a boxed chocolate market dominated by assortments, Ferrero Rocher successfully challenged what consumers were used to. Nowadays 4.6 billion Ferrero Rocher are produced each year and sold in more than 130 countries across 5 continents.

Ferrero Rocher success is because of its main characteristics: **Luxury.** It's about Specialness. That little bit of luxury that comes from a unique tasting chocolate all carefully wrapped up in gold. It's also about the luxury of a precious shared moment.



Celebration. It's about Festiveness. Those celebrations with the people we really care about – relaxed or more formal get-togethers. Ferrero Rocher is often given as a gift, or used to celebrate many different occasions. **Magic.** It's about that Hidden Ingredient. The magic component which comes from the great sensory taste experience adding that extra sparkle. Ferrero Rocher





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is a timeless combination of a whole roasted hazelnut smothered in a cocoa filling and covered in crisp wafer, finely chopped hazelnuts and rich milk chocolate.

The hazelnut found at the heart of every Ferrero Rocher, is specially chosen for its size to ensure the best possible flavour.



Togetherness. It's about gifting and sharing. It's those precious shared moments with the people we really care about, that's why we worth give a perfect and thoughtful gift. Ferrero Rocher, is the ideal gift.

Ferrero Rocher in Israel

Ferrero Rocher was one of the first Ferrero products to enter the Israeli market 26 years ago. It is immediately positioning itself as the top quality boxed praline in the market.

As a sumptuous gift, for prestigious hosting and in high class parties Ferrero Rocher became

the emblem of elegance and taste. The Israelis have adopted the gold wrapped pralines and made it their number one choice* when it comes to the chocolate boxes.

The golden pyramid in consumer's minds is the identification of the Rocher opulence and richness.

The creamy inside that enclose a crunchy whole hazelnut and the crunchy wafer coated with milk chocolate have captured the Israeli palate, all across the country.

There is no Jewish Ney Year or other festivity without the gold of Ferrero Rocher.

*Source: N.1 brand in Value Market Share - Nielsen AC database (updated April 2012)

1982
Ferrero Rocher is launched in Italy, France and UK.

1986
Ferrero Rocher is launched in Israel.

2012
Ferrero Rocher is sold in more than 130 countries and its weekly production could cover the pyramid of Cheops.