

# Kinder®

For the past 40 years, Kinder® has been developing as a master Umbrella Brand, through a wide range of innovative products going from snacks to the egg with a surprise, from chilled products to chocolate products and from seasonal offers to baked goods

Kinder® is the creation of Michele Ferrero. The brand was born in Italy in 1968 as the division of the Ferrero Group having the mission of developing products specifically designed for children.

Bringing parents and children together is the Kinder® philosophy, and in 40 years this philosophy is growing roots with millions of families all over the world. Today, Kinder® is a well-known and respected brand, established in Europe and rapidly expanding worldwide.

Beginning with Kinder® Chocolate, Kinder® has been developing as a master Umbrella Brand, thanks to a wide range of

innovative products going from snacks to the egg with a surprise, from chilled products to chocolate products, from seasonal offers to baked goods. A family of innovative and tasty products, just as children like, but with high quality ingredients, and made with the care and attention that parents demand.

## Three key brands

**Kinder® Chocolate: the chocolate specially designed for kids.**

Kinder® Chocolate was the first product to be launched first in Italy in 1968, and represents Kinder®'s milestone, absolutely the most emblematic and representative product of the brand.

Kinder® Chocolate is a product with "more milk and less cocoa." It is an innovative chocolate creation that satisfies children's desire for tasting products whilst mothers are reassured by its high percentage of milk and high quality ingredients, without colorings and preservatives. Moreover, each Kinder® Chocolate pack contains many portions, individually wrapped, so mothers can control the quantity they give to their children.

**Kinder Bueno, a moment of pleasure**

Kinder Bueno was launched first in Italy in 1990 as a suitable

snack for self-indulgence targeted at teenagers and young adults/for teenagers and young adults to indulge in. Kinder Bueno is a chocolate and crispy wafer snack with a soft creamy filling that provides contrasting tastes and sensations. A moment of pleasure that can be enjoyed alone or with others, thanks to its practical pack, with two individually wrapped snacks inside.

**Kinder Joy: the surprises never end.**

Kinder Joy, launched in Italy in 2001 under the name of Kinder Merendero, represents 3 wishes in one: it offers a tasty snack, the pleasure of a surprise and a small toy to enjoy. In one product there is a tasty hazelnut-cocoa cream and milky cream with two crunchy cocoa wafer balls and a creative surprise. With Kinder Joy, the brand fulfills the wishes of children, the demands of parents, reaches great taste, generates joy and stimulates the imagination.

Kinder Joy features 3 experiences in one product: Taste with its special recipe; Imagination, from the surprise of the toys; and fun, from the enjoyment to play with the toys.



## Brand activity in Israel

The Kinder® brand has a 25 years history in Israel since 1986 when Kinder® Chocolate was first launched in Israel in 1986, followed by the launch of Kinder Bueno in 1991 and Kinder Joy in 2007.

### Kinder® Chocolate: "With eyes closed"

Kinder® Chocolate has established itself in Israel for both children and mothers. Children

prefer the milky tasting individually wrapped bar, finger sized so that it fits into their little hands. Mothers prefer it because they are reassured by the quality, the milky inside, and the ability to control sweet portions. In 2012 along with the rest of the world, the "Kinder® child" on the packaging has been updated.

Also, in 2012 a big contest, Kinder® Kid Face, took place in Israel, where hundreds of pictures of Israeli kids' photos were sent and the chosen 3 will appear on Israeli Kinder® Chocolate packages in 2013.

### Kinder Bueno: "Wake up your senses"

Teenagers, young adults & adults like the rich experience of Kinder Bueno.

Thanks to its taste and unique combination of crunchy and creamy sensations, it wakes up senses: its shape attracts the eyes, the aromatic hazelnut teases the nose, the crispy wafer crunch excites the ears, and the smooth milk and hazelnut filling seduces taste buds.

With music and a "party in the mouth" sensation, as shown on the Israeli TV



commercial since 2007, Kinder Bueno is one of the top 3 selling products in the Israeli market (SOURCE: Nielsen, Chocolate Snack, Value Sales, MAT August 2012).

In 2013 a new Israeli TV commercial will be launched to further enhance the emotional bond between the brand and the Israeli consumer.

### Kinder Joy: "Three experiences in one snack!"

Following many years of success of Kinder® Surprise, that became an icon, an

innovative renewal of the product was introduced in Israel in 2007, Kinder Joy: a tasty creamy and crunchy snack to be enjoyed with a spoon, and a surprise.

The unique shaped Kinder Joy are



The institutional image: 3 formal elements on the packet that represent the intrinsic contents of the products:

1. The Brand color, the characteristic white & orange wave, icon of the Kinder® line



2. The blue label highlighting details of the product's ingredients



3. The tree, "Kinder® philosophy" emblem symbolizing growth



sold all over the country, from Metula in the north to Eilat in the south, in supermarkets, grocery stores and over 10,000 kiosks. Kinder Joy is one of the top 3 selling products in the Israeli market (SOURCE: Nielsen, Chocolate Snack, Value Sales, MAT August 2012).

A new TV commercial was launched in 2011 for Kinder Joy that enhances the 3 experiences in the product: Taste, Fun & Imagination.

**1968**  
Michele Ferrero launches Kinder® Chocolate.

**1986**  
Kinder® Chocolate first launch in Israel

**1990**  
Ferrero launches Kinder Bueno.

**1991**  
Kinder Bueno first launch in Israel.

**2001**  
Ferrero launches Kinder Joy.

**2007**  
Kinder Joy first launch in Israel.