

# Sharing smiles with Nutella® since 2007

nutella



## A GLOBAL SNAPSHOT OF HOW FANS ENJOY NUTELLA

Since 2007, World Nutella Day is an inspiration for local, cultural exchange. Nutella has been gathering love and smiles worldwide. February 5<sup>th</sup> represents a special day dedicated to bringing together fans, inviting them to share their love for Nutella, and to discover the latest news from their favorite love brand. A unique occasion to celebrate a collective passion: Nutella.



Pancakes by Nutella®



## GLOBAL RECIPES

Across regions, simple formats like crepes and pancakes, or a slice of bread, remain timeless of a classic way to enjoy Nutella.



Yogurt and Granola with Nutella®



Nutella® Porridge and Fruit



Sliced Brioche with Nutella® and candied citrus fruits



Konafa with Nutella®



Mochi with Nutella®

## 65K STORIES

65.000 stories collected from fans all over the world, just to celebrate the 50<sup>th</sup> anniversary



## LOCAL FAVOURITES

Its flexibility, at the same time, allows each country to showcase how Nutella has been able to adapt to local cultures and traditions, tastes and ingredients, sparking a neverending creative flow of regional recipes.

## A STORY OF INVENTION, PASSION AND POSITIVITY

Nutella® is a brand that has been able to evolve and innovate over 60 years, always finding new ways to surprise and delight its fans around the globe. With its unmistakable taste, Nutella has created a range of new product experiences, allowing people to love and enjoy the brand in new ways

Visit [nutella.com](http://nutella.com) to discover more about the Nutella family of products





# BEYOND THE JAR

Nutella is rooted in culture in ways that transform and transcend the jar itself: storage, organizations, décor and crafts are only some examples of smart reuse. But also special editions, items and collectibles that celebrate Nutella iconicity.



Visit [nutella.com](http://nutella.com) more ideas

## NUTELLA: A CULTURAL PHENOMENON

From weekend breakfasts to birthdays and family gatherings, Nutella plays a role in both everyday moments and special occasions.



**2014**  
Poste Italiane, Italy's national postal service provider, issues a stamp for the 50th anniversary of Nutella®



The table football



**2021**  
The Italian State Mint dedicates issued a silver coin dedicated to Nutella®



**joyn MAXXI exhibition**  
Curated and organised by MAXXI in Rome, the "joyn! A journey through the world of Nutella®" exhibition celebrated the brand's 60th anniversary and the social and the cultural role the product has played in Italy - and worldwide.



Assouline "Nutella" coffee table book



Gigi Padovani "Nutella World" book