

# GUIDELINES FOR RECIPES USING NUTELLA® IN FOODSERVICE

**GROUND RULE: NUTELLA® TASTE SHOULD BE CLEARLY RECOGNIZABLE IN THE RECIPE**

## BRAND SUCCESS DRIVERS AND ENABLING DON'TS

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### TASTE EXPERIENCE



- PERFECT BALANCE COCOA-HZNT
- STICKY & ENVELOPING TEXTURE



- DO NOT overheat/overcook



- DO NOT blend with any other ingredient
- DO NOT combine with other prevailing or conflicting ingredients and flavors
- DO NOT combine with high fat/ sugar carriers or ingredients (eg. jams or butter/peanut butter)
- DO NOT serve after the preparation day (24h shelf life)

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### FOOD CREDENTIALS

- COMBINATION WITH BREAD
- BREAKFAST POSITIONING
- REASONABLE PORTION



- For stores offering products for breakfast it is mandatory to sell at least one breakfast item with Nutella® before including other offers with Nutella®.
- do not use in 'big-size' items/recipes (max 400 kcal product)
- reduced size portions need to be developed to assure the right proportion of Nutella® (good ratio for bakery products : 15% -20 % of Nutella® over the total weight)

## DOMINANT OR CONFLICTING INGREDIENTS AND FLAVOURS

**This is a list of common flavours that must not dominate/conflict/change the Nutella® taste.**

**It is not exhaustive and doesn't eliminate the necessity of an approval tasting session.**

- CINNAMON
- LEMON
- MINT
- CHOCOLATE
- PEANUTS
- SPICES (eg. Curry, cloves, etc...)
- FRUIT SYRUP
- CHEESE

**The product must be compliant with the whole set of the rules and must be authorized via a Brand Usage Agreement in order to use the brand NUTELLA®**

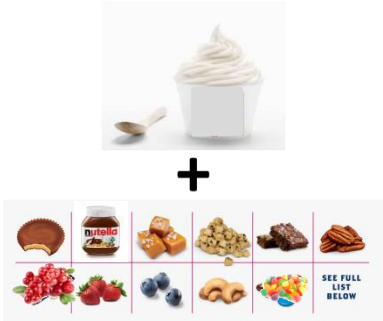
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## GUIDELINE RULES – CUSTOMER CUSTOMIZED CHOICE



CUSTOMER CUSTOMIZED CHOICE  
IS ALLOWED WITHOUT  
GUIDELINES RESTRICTIONS AND  
TASTING APPROVAL SESSION.

“Restaurant offers a base menu item and allows the consumer the choice between different ingredients to add-in, one of which could be Nutella®”



USE OF BRAND LOGO OR JAR IS PERMITTED,  
JAR IS RECOMMENDED



FINISHED PRODUCTS MADE WITH  
NUTELLA® are allowed, provided the  
product meets the whole set of guidelines  
and is subject to tasting approval process  
and brand usage agreement with Ferrero.

“Restaurant creates a specific menu item  
using Nutella® as an ingredient or  
topping”



CARAMEL SHAKE WITH PRETZEL    STRACCIATELLA SHAKE WITH TIRAMISU    HAZELNUT SHAKE WITH NUTELLA®

THIS IS NOT A CUSTOMER CUSTOMIZED CHOICE