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The new Nutella world  
60 years of innovation

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## A Global Legend

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It's not "just" a hazelnut and cocoa spread. For the past sixty years it has been a product that fosters positivity, sharing, and taste, all around the world. It has taken on a cultural and symbolic value that transcends its practical use, becoming a cult item, a dream within the reach of millions of people. What was once an "Italian legend" has now become a global one. And like the many actors who were born in the same year, from Juliette Binoche to Russell Crowe, from Nicolas Cage to Sandra Bullock (Brad Pitt was born in 1963...), it has become an ageless international star, winning over each and every generation, from baby boomers to digital natives.

Yes, that's right, it's Nutella we're talking about. The product entered Italian homes in the spring of 1964, when the Beatles and the Rolling Stones were all the rage, and people were excited about Polaroid photos and the first space flights. It was just a preserve, which didn't even have a food category yet, but now it shares a global success with other brands, like Apple devices, Levi jeans, Swatch watches, Coco-Cola, and Nike sneakers, to name only a few.

Marketing experts have labeled these icons of modern life *love-brands*. And no doubt Nutella is just that, for it arouses emotions,

instills customer loyalty, it knows how to involve and express what are shared values, creating a connection that goes beyond logic.

In the past decade, however, Nutella has renewed itself, reaching another threshold and becoming a *power brand*, that is, a brand that has widened its field of action, transcending the boundaries of its own product category of origin (definition of the concept of marketing in the book *Power Brands* by Jesko Perrey and Marco Mazzù). Thanks to its global recognizability, the loyalty of its enthusiasts, its strong market position, and the cultural impact it has generated, in 2024 Nutella celebrated its 60th anniversary, while looking forward, instead of basking in the successes of its past, breathing life into new products and even offering a new variant in order to keep up with consumers' demands today.

It's hard to conceal the amazement and curiosity experienced by many when they taste those crisp mini-baguettes, biscuits with a heart of hazelnut and cocoa, muffins and croissants with that same delicious filling. There's also Nutella ice cream, for a material transition to a different state that has been welcomed by all, not to mention Nutella's new vegan recipe without milk, to win over the lactose-intolerant and the flexitarians (those who are vegetarian, but occasionally and in moderation, will eat meat, dairy, eggs, and fish).

"Nutella can't be changed: it's perfect as it is, like the Mona Lisa." For years this was the undisputed mantra of the managers at Ferrero. However, if even the famous sixteenth-century painting by Leonardo Da Vinci led to the creation of a "new Mona Lisa" in Andy Warhol's bold graphic version of 1963, Nutella itself has shown that you can change and even generate "offspring," as long as you remain loyal to your roots. Perhaps other heirs may be born in the future, but the evocative potential of those specialties has constituted the main nucleus of the celebrations for the brand's 60th anniversary in 2024.

It all started in 2005, when the on-the-go snack, Nutella&GO!,