



## Transforming the breakfast category with a new biscuit occasion!

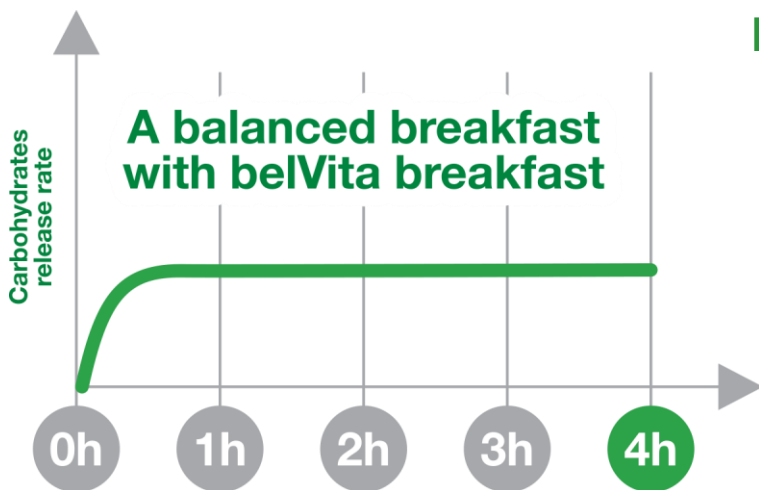
People eat all sorts of different things for breakfast around the world. But what's the same the world over is consumers' desire to have a breakfast that's convenient, tasty, and provides sustained energy to start the day. That's why *belVita* Breakfast Biscuits have become a global success!

We realized that all around the world, many people skip breakfast because they feel too pressed for time, even though they know how important a nutritious breakfast can be. That's why we developed *belVita* Breakfast Biscuits – they're nutritious, taste great, provide sustained energy for the whole morning and can be enjoyed on-the-go.



*belVita* sales have taken off like a rocket, even in markets where breakfast biscuits were an entirely new concept. *belVita* is transforming the breakfast category by creating a new mainstream biscuit occasion.

Today, we offer *belVita* in more than 50 countries: from Europe and North America to Asia Pacific and Latin America. *belVita* has become a global breakfast icon, and grew at high single-digit rates in 2016.



In 2016, *belVita* breakfast biscuits delivered

**32,250 TONS**  
of whole grains to global diets



## beVita Breakfast Biscuit Facts:



### BIRTH

Launched in 1998, as *LU Petit Déjeuner* in France.



### GLOBAL REACH

*beVita* biscuits can now be found in more than 50 countries.



### INNOVATION

What makes *beVita* biscuits unique is how they're made. *beVita* Breakfast Biscuits are rich in slowly digestible starch thanks to their special baking process. We use a combination of whole grains that are baked with a specially designed and controlled process which allows for the slow release of carbohydrates over four hours. When eaten as part of a balanced breakfast, *beVita* provides fuel to get through the morning.



### BIGGEST MARKETS

U.S., U.K., France, China, Brazil.



### SALES

In 2016, *beVita* generated approximately \$600 million of revenue, with high single-digit growth.



### NUTRITION

*beVita* biscuit products contain at 29% wholegrain cereals on average, a minimum of 55% of energy from available carbohydrates, a significant source of micronutrients and at least 3g fiber/100g serving.



### RECENT COUNTRY LAUNCHES

China (2015), Indonesia, Malaysia, South Africa and Turkey (2016)



### WHOLE GRAINS

*beVita* is helping provide consumers whole grains, along with fuel to get through the morning. In 2016 alone, *beVita* delivered 32,250 tons of whole grains to people's diets around the world!



### MANUFACTURING

Every year, billions of *beVita* biscuits are made in 12 countries around the world. If all biscuits were laid end to end, it would wrap the world 62 times at the equator!



## Examples of Flavors and Forms Around the World

### Overall Range

*belVita* Breakfast biscuits are available in five ranges:

- *belVita* Breakfast Biscuits: available in a variety of flavors
- *belVita* Breakfast Duo: delicious biscuits with a creamy live yogurt filling
- *belVita* Breakfast Cookie: larger-sized breakfast biscuits
- *belVita* Breakfast tartiné: breakfast biscuits with smooth toppings like strawberry and choco-hazelnut
- *belVita* Breakfast Soft Baked: soft breakfast biscuits



### Brazil

- *belVita* Breakfast Biscuits: milk and cereal, hazelnut & cocoa
- *belVita* Breakfast Minis: honey & cocoa; milk & oats



### China

- *belVita* Breakfast Biscuits: available in three flavors, milk & cereal, nuts & honey, and mixed berry.



### France

- *belVita* Classique: chocolate
- *belVita* Duo Fourré: strawberry & yogurt, chocolate & nuts
- *belVita* Tartiné: strawberry, milk & honey



### US

- *belVita* Crunchy: blueberry, cinnamon brown sugar
- *belVita* Soft Baked: cinnamon, banana bread
- *belVita* Sandwich: with yogurt crème in vanilla & strawberry
- *belVita* Protein Soft Baked: with 10g of high quality protein!



### Russia

- *belVita* Morning: honey & nuts, multigrain
- *belVita* Morning Sandwich: yogurt, yogurt and chocolate





## belVita through the years

1998

Launched as *LU Petit Déjeuner*

2000's

Grew to 60% market share in France and expanded to more than seven European countries.

2010

Rebranded *belVita* Breakfast

2011

Introduced in the United Kingdom as "the UK's only specially designed breakfast biscuit."

2012

Launched broadly across Europe and North America, with the U.S. ads tag-lined "Power up, people!"

*belVita* Breakfast debuts in Australia/New Zealand with ads featuring reality star Sharon Osbourne

At year-end, *belVita* Breakfast biscuits available in more than 25 countries.

2013

*belVita* Soft Baked launched in U.S.: Mixed Berry, Oats & Chocolate, Cinnamon and Banana Bread.

2014

*belVita* Breakfast biscuits available in more than 20 varieties in 34 countries.

*belVita* Breakfast biscuits "Tops" launch in U.K. with Strawberry and Choco-Hazelnut varieties.

2015

*belVita* introduced in China in three flavors, milk & cereal, nuts & honey, and mixed berry.

*belVita* Breakfast Cranberry Orange biscuits debut in U.S.

2017

*belVita* Sandwich with yogurt crème and *belVita* Protein Soft Baked debut in the U.S.

## For more information:

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