



26<sup>th</sup> May 2005

**【 Press Release 】**

**Italian Pavilion presents:  
FERRERO & NUTELLA® TASTING**



CHE MONDO SAREBBE SENZA **nutella**

This remarkable story began in 1946, in Italy, where, after the war, when cocoa was in short supply due to war rationing, and chocolate was a delicacy limited to a lucky few. It was here in northwestern Italy in the small town of Alba, that master confectioner Pietro Ferrero mixed cocoa with toasted hazelnuts, cocoa butter and vegetable oils to create an economical spread of chocolate which he called "pasta gianduja" (pronounced: pasta jon-du-ja), re-named Nutella®. Pasta gianduja's success was unprecedented.

Today, Ferrero remains a true family-run success story. A third generation of Ferrero sons have joined their father and continue to operate under the same basic principles that gave Ferrero its start in Alba over 50 years ago.



**Place: Italian Pavilion, 2<sup>nd</sup> Floor, Conference Room**

**Date: May, 29<sup>th</sup>**

**Time: 13:00-13:30 / 16:00-16:30**

**Date: May, 30<sup>th</sup>**

**Time: 14:00-14:30 / 16:00-16:30 / 18:00 – 18:30**

**Admission: max 70 people each presentation. For reservation, ask to the reception desk at the Italian Pavilion.**

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