**Gruppo Ferrero – Chi Siamo**

**Ferrero Group – About Us**

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| La storia del Gruppo Ferrero, giunta alla terza generazione, è una storia di successi, in cui lo sviluppo di un'azienda multinazionale si coniuga perfettamente con passato, presente e futuro di una tenace famiglia piemontese. | The history of Ferrero, now in the 3rd generation, is a story about success, where the development of an international company perfectly combines the past, the present and the future of a very determined piedmontese family.Group 1 |
| The history of the Ferrero Group, now in its third generation, is a successfully story, in which the development of a multinational company is perfectly combined with the past, present and future of a tenacious Piedmontese family.Group 2 | The story of the Ferrero Group, now in its third generation, is a story of success in which the development of a multinational company perfectly aligns with the past, present and future of a determined Piedmontese family.Group 3 |
| Ferrero’s history, reaching its third generation, is a journey full of success, where the development of a multinational corporation perfectly combines past, present and future of a strong family from Piedmont, a north-western Italian region.Group 4 | Having reached the third generation, our story is a story of achievements and continual development. Our ambitious family from northern Italy combines perfectly with past, present and future.Group 5 |
| The history of the Ferrero group, now in its third generation, is a story of success, in which the development of a multinational company perfectly aligns with the past, present and future of a determined Piedmontese family.Group 6 |  |
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| Qualità elevatissima, cura artigianale, freschezza del prodotto, accurata selezione delle migliori materie prime, rispetto e considerazione del cliente: ecco le “parole chiave” e i valori Ferrero, che hanno reso note e apprezzate da milioni di consumatori nel mondo le sue specialità dolciarie. Sono prodotti frutto di idee innovative, quindi spesso inimitabili pur essendo di larghissima diffusione, entrati a far parte della storia del costume di molti paesi, dove sono a volte considerati autentiche icone. | High quality, handcrafed care, fresh products, careful selection of raw materials, respect and consideration of the customer: these are the key words and the virtues of Ferrero. They have made their sweet specialties known and popular to millions of consumers all around the world. Their products are innovative and so often inimitable even if wildly spread and part of the tradition of several countries where they are even considered true icons. Group 1 |
| Very high quality, craft care, freshness of the product, careful selection of the best raw materials, respect and consideration for the customer: here are the ‘key words’ and Ferrero values, which have made its confectionery specialities known and appreciated by million of customers. These products are the result of innovative ideas, therefore often unique despite being widely distributed. They entered the history of the custom of many countries, where they are sometimes considered as authentic icons.Group 2 | Extrimely high quality, artisanal care, freshness of the product, careful selection of the best raw materials, respect and consideration of the costumer: these are the “keywords” and the values of Ferrero, which have made known and appreciated by million of consumers all over the world its sweet specialty. These are products that are the result of innovative ideas and despite their worldwide distribution, they are still unique and they are part of the history of many countries, where sometimes they are considered authentic icons. Group 3 |
| Top quality, handmade care, fresh products, accurate raw materials selection, respect and attention to the client are some of Ferrero’s values and “key words”, which made popular and appreciated its confectionary specialties by millions of customers worldwide. These products coming from disruptive ideas, which means often peerless even if they are widely spread, became part of many countries' cultures and sometimes considered as authentic icons. Group 4 | Our key words are high quality and fresh products, accurate selection of ingredients, care for our clients. Thanks to this attitude, our confectionery is well known and loved all over the world by millions of clients. Our products are the result of innovative ideas, and this is the reason why they are one of a kind. There’s no place on this planet where they’re not sold and there’s no culture where they’re not popular.Group 5 |
| Exceptional quality, artisan care, product freshness, careful selection of the finest raw ingredients, respect and consideration of the customer -these are the “key words” and values of Ferrero-. These qualities have made its confectionary specialties known and appreciated by millions of customers world-wide. These products are the result of innovative ideas, often unique despite being widely distributed. They have become part of the cultural history of many countries, where they are sometimes regarded as true symbols.Group 6 |  |
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| Oggi molti dei prodotti Ferrero sono “globali”, venduti dovunque, ma la particolarità dell'azienda è il suo essere “glocal” (pensare globale, agire locale), cioè insieme globale e locale, attenta allo sviluppo internazionale, ma anche al suo rapporto con il territorio. | Nowadays, many Ferrero products are global, sold everywhere, but what sets the company apart is “glocal” approach — thinking globally, acting locally. The company carefully balances international development, with a strong connection to the territoryGroup 7 |
| Nowadays, many of our products are “global” and sold anywhere. The peculiarity of our company is its “glocal” spirit: thinking global and acting local. We pay attention to international development, but we also care about our local territory.Group 8 | Today many Ferrero’s products are “global”, sold all over the world. The company’s uniqueness lies in its “glocality” (think globally, act locally), that is being both global and local, attentive to international development, but also to its relationship with the environment.Group 9 |
| Nowadays, a lot of Ferrero products are ‘global’, they are sold everywhere. However, the strong point of the company is being ‘glocal’ - think global, act local. The company is attentive to international development, as well as the connection with the territory.Group 10 | Today, many Ferrero products are “global”, they’re sold all over the world. However, what makes our company unique is its “*glocal*” approach – thinking globally, acting locally – which means being both global and local at the same time. Ferrero is committed to international growth, while still maintaining a connection with its territory. Group 11 |
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| Al centro dell’impegno quotidiano da sempre sta il consumatore. Un rapporto di fiducia fatto di conoscenza, esperienza, “feeling” e intuizione, un meccanismo di fedeltà reciproco e duraturo è ciò che lega Ferrero ai propri consumatori, indice dell’attenzione alle loro esigenze, elemento chiave delle sue fortune. | The consumer has always been at the core of its daily commitment. A trust-based relationship made of knowledge, experience, understanding and intuition; a long-lasting mutual loyalty connects Ferrero and its consumers — proof of the company’s dedication to meeting their needs, key factor of its success.Group 7 |
| Consumers have always been at the heart of our vision. What bonds us with them is a loyal relationship made of knowledge, experience, feeling and intuition. Ferrero’s focus on customer care is the key element of the company’s fortune.Group 8 | The consumer has always been at the heart of its daily commitment. What connects Ferrero to its consumers is a trusting relationship based on expertise, experience, connection and intuition, a mechanism of mutual and long-lasting loyalty. The key element of its success is the attention to the consumers’ needs.Group 9 |
| Its daily interest has always been the consumer: a relationship of trust based on knowledge, experience, chemistry and intuition. It is the mutual and long-lasting trust that bonds the consumer with the company. The key to its success is the focus it has towards the consumer.Group 10 | The consumer has always been the centre of the daily commitment. A relationship based on trust and made of knowledge, experience, “chemistry” and intuition. Ferrero and its consumers are linked by a mechanism of mutual and permanent loyalty, a sign of attention towards their needs, a key element of its greatness.Group 11 |
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| Oggi Giovanni Ferrero continua a condurre l’azienda con successo, puntando a raggiungere traguardi ancora più ambiziosi, tenendo forti e vive l’ispirazione e la motivazione sociale da sempre condivise con il padre Michele e con il fratello. È un assetto basato, oggi come ieri, su solidi valori. | These days, Giovanni Ferrero still leads the company successfully, striving even more ambitious goals, while keeping strong and alive the inspiration and the social motivation he has always shared with his father Michele and his brother. Today, as in the past, the company setup is grounded in solid values. Group 7 |
| Nowadays, Giovanni Ferrero keeps successfully running the company, aiming for even more ambitious goals, while maintaining strong and alive the inspiration and motivation that he always shared with his father Michele and his brother. It’s a framework based on strong values, today as yesterdayGroup 8 | Today Giovanni Ferrero continues to lead the company successfully. He aims to achieve even more ambitious goals and to keep strong and alive the inspiration and social motivation he has always shared with his father Michele and his brother. Now as in the past, the Ferrero Group is based on strong values.Group 9 |
| Today, Giovanni Ferrero keeps running the company successfully. He aims to achieve more and more ambitious goals. He keeps alive the inspiration and social motivation shared with his father Michele and his brother. Then as now, a company setup based on strong values.Group 10 | Today, Giovanni Ferrero continues to run the company successfully, aiming to achieve even more ambitious goals, keeping strong and alive inspiration and social motivation, which he has shared with his father Michele and his brother since the beginning. It’s a set-up based on solid values, today as yesterday.Group 11 |
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