# Marketing Whole Grains in Latin America

Whole Grains: the New Norm
A Consumer, Scientific, and Culinary
Conference

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### **OVERVIEW**

- Who is Grupo Bimbo?

- H&N Strategy "Committed with your health"

- Whole Grains project in Grupo Bimbo



Grupo Bimbo is the largest Bakery company in the Americas with net sales over 8.6 billion USD during 2009.

Since 1980, Grupo Bimbo has been a public traded company listed on the Mexican Stock Exchange (Bolsa Mexicana de Valores)

It operates 100 plants (40 in Mexico and 60 abroad) and has more than 105,000 associates.



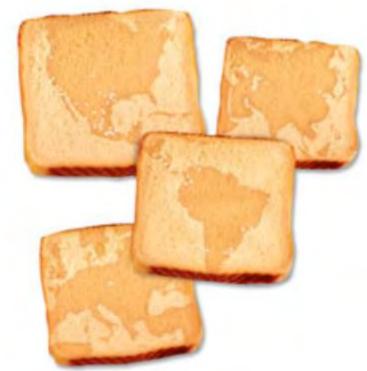
Produces over 7,000 products under more than 150 highly prestigious brands including: Bimbo, Marinela, Barcel, Ricolino, Oroweat, Arnold, Mrs. Baird's, Thomas', Brownberry, Entenmann's, Stroehmann, Pullman, Plus Vita, Nutrella.

Our products are sold in 17 countries and two continents

GRUPO

worldwide including:

Mexico, Brazil,
Guatemala, El Salvador,
Costa Rica, Colombia,
Venezuela, Peru, Chile,
Argentina, Uruguay,
Honduras, Nicaragua,
Panama, Paraguay,
United States, and
China.



























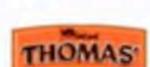


PLUSVITA

















Grupo Bimbo as a social responsible company has always been worried to offer to its consumers products of the highest quality, healthy and delicious.

2003 Grupo Bimbo Health and Nutrition strategy

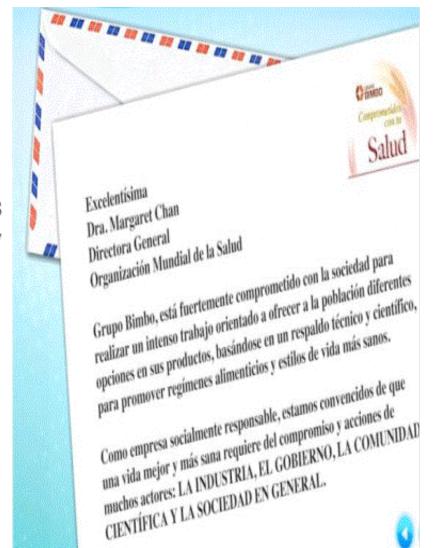
"Committed with your health" world-wide program that gathers several initiatives and platforms focused to promote healthy lifestyles.







- June 2008 formalized this commitment to the World Health Organization (WHO).
- Aligned to the recommendations submitted by the "Global Strategy on Diet, Physical Activity and Health"
- Only mexican company that with other 9 are part of the International Food and Beverage Alliance (IFBA), reporting periodically all compromises to the WHO.







## Grupo Bimbo Health and Nutrition Strategy is executed under 5 main platforms:

- 1. Reformulation and development of new Products
- 2. Nutritional information to consumers
- 3. Responsible advertising and marketing
- 4. Promotion of physical activity and healthy lifestyles
- 5. Strategic Alliances



Reformulation and development of new **Products:** main activities.

Portion control.

Reduction of sodium, sugar or fat.

Whole grain products.















#### 2. Nutritional information to consumers

- Calories at the front

- GDA's











3. Responsible advertising and marketing. Implemented GB's Pledge

















## 4. Promotion of physical activity and healthy lifestyles





#### 5. Strategic Alliances









# Whole Grains Project

### **Grupo Bimbo**

Since 2005 Grupo
Bimbo has launched a
campaign to promote
consumption of whole
grains in it consumers
by offering delicious
products with whole
grains and using the
Whole Grains Council
stamp.



PULLMAN

Integral

Trigo



































### Consumers may be confused about:

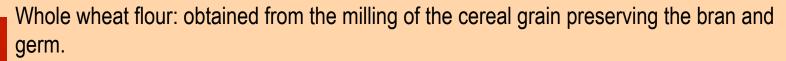
- the definition of a whole grain,
- how to identify them on a food label and
- its benefits.

Confusion with enriched or added fiber claims.

 whole grains are a source of fiber

#### **Local Legislation**

The term whole grain is relatively new and its definition is still not present in many regulations, so there is not a global standard for whole grain ingredients such as whole wheat flour.



Whole grain flour: obtained by the milling of the cereal grain that preserves the bran and all components in a similar relative proportions as in the intact grain, by any natural or technological process.



Whole wheat flour: product that results form the milling of the complete and clean wheat grain.



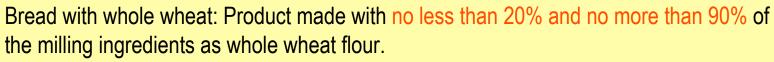
Whole wheat flour: Flour obtained by the milling of the complete wheat grain, could have a partial or complete removal of the bran or pericarp.

#### Language and terminology

The definitions that exists differ between countries, this may suggest to consumers that the companies that sell a global product "integral" or "whole grain" may use different standards in each country.



Whole Wheat bread: Product made with at least 90% of the milling ingredients as whole wheat flour.





Whole wheat bread: Product obtained by baking a fermented dough with leavening agents, prepared with wheat flour, whole grain flours, salt, sugars, fat and other optional ingredients and additives.



Whole wheat bread: Pan bread made with whole wheat flour.

#### **Supply chain**

✓ Ensure the supply of whole grain flour that meets the highest technical standards and quality in all countries.

✓ Development of a global specification for whole grain wheat flour that meets the highest global standard of identity.



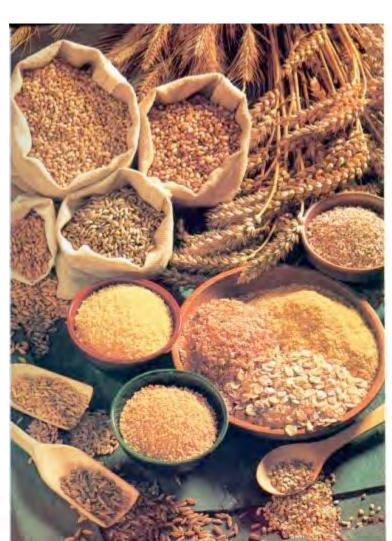




#### Supply chain

- ✓ Teamwork with several milling suppliers to review the milling process and technology to obtain a standarized whole grain wheat flour: composition and nutritional.
- ✓ Standards achieved for other grains too.





Manufacturing and product development

Reformulations and process changes were implemented in the operation lines to ensure manufacturing of products with the highest quality, taste and consumer's preference







Communication

Always according to local regulations and under a responsible advertising, communication campaigns were conducted to provide awareness and education to consumers for whole grains consumption.

- -What is a whole grain?
- -Whole grains vs. refined flour
- -Health benefits

**GRUPO** 

b) ¿Porqué los granos enteros hacen la diferencia?

Products made with whole grain flours in several categories like tortillas, bread, cookies, bars and snacks

Antes de enseñerte a identificar un producto hecho con grance enteros, se importente que sepas que se diterens un producto "con tras" a uno "con grance enteros", los productos com yanos enteros como ya se mercición arteformente incluyen las tres partes que comporten el grance, por lo que consumetos lo aporta todos los nutifimentos que contiene el grance en su forma original como lo són característatos, flora deleticio, florauminentos, estanties, antiquidantes, maneralas y vitaminas. Este os dileteras a los productos que contienen fibra, algundo productos entre en libra no estan hechos a base de granca comerca, simplemiento la comienen porque fueron adicionados con la misma o porque son interesto losos en esta.

RECUERDA: Los granos enteros gracias a que conserven les tres partes del grano, nos aportan cerbonidrates complejos, fibra dietética, vitaminas del complejo 8, anticxidantes, fitonutrimentos, esteroles, estancias y minerales fraza como hierro, magnesio, zinc y cobre.

Productos

con Fibra

Marketing: TV/radio spots, printed publications, interviews, conferences, etc.

The whole grain content of all products being endorsed by the use of the WGC stamp.



Grano Entero

Todas las partes moldas

List grands entires for podernos encontrar en dileventes tipos de parmitas, como: trigo, aminanto, arroz elimena, arroz, avera, optiada, centeno, maio, milo, entre diros.

Bueba producios hednos a lisse de grande entimos, baste can que leas el listado de ingredientes o identifiques te estempa de grande entemps (vez capitalo 4).











#### 100% INTEGRAL

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Plusvita

#### OBTIENE CERTIFICACIÓN DE LA WHOLE GRAIN THE PARTY OF PARTY INTEGRALES

(RPBO) Forward recibió la narricusció de citigo de la Cirgostocido Missias Eyrah Citacia as se pon essuario attaliarios de reconocimiente del sele Fili Storay di emple-ciar el principios de grand entero que sidas esta reprincipio.

E Whole Grain Council es une organization de lives de lums, integrado par mateixeros, fabricantes, destificar y chefr que buscan educar al some mater respectas, a les terrelless de

los seltos epuden el consumidor e turner una decisión reconseda Sostitum in terrama y comprendes de la lue sue segradicarsa, Le reconservicación es, en delicia, como tem-predicarsa sue el seño de 100% Green Completo" o tipo. 6-productos con el selo bilalos.

Con ento medido, literaro Pongrad do un paso más en su arthur zo de oferor producto de la rele dia obliga a su poleurizione y por informerko, vente y apprunemente, tobre los ingredantes que utiliza.

Todas y cada sino de los productos de Grupo Blindos da aconjuldo son elaborados, con impredientes de los relas obla-mistos para poder sel adeligos fila edigencia y preferenti-do sel concurridores. Flos homos prosuettos de esta tiempo-de veraguerido se has troduccion de Sada y Nasgellan que se phoerion on toda el wordo.



#### El Pan Integral BIMBO

AHORA esta avalado por el Whole Grain Council



Por su contenido de grano entera el Pan Integral Bimbo puede dar una importante contribución a los requerimientos nutricionales diarios, ya que es elaborado con harina integral. Además, contiene 30a de granos enteros por porción equivalente a dos rebanados de pan





#### **Conclusions**

Whole Grains will continue to be a big trend for new products in all categories.

More simple and easy communication needs to be done for promoting the benefits of cereal grains in consumers.

Still big gaps in local legislations to be reviewed regarding the standardization of whole grain ingredients, products and recommended values.







### **Thanks!**

