

# **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.**

*NUESTRA MISION: Alimentar, deleitar  
y servir a nuestro mundo.*

*To nourish, delight and serve our world.*

*Alimentar, deliciar e servir a nosso mundo.*

哺育, 愉悦和服务我们的世界



*Buscamos ser una empresa altamente productiva y plenamente humana.*

**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 worldwide including:**

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





**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.**



*Comprometidos  
con tu*

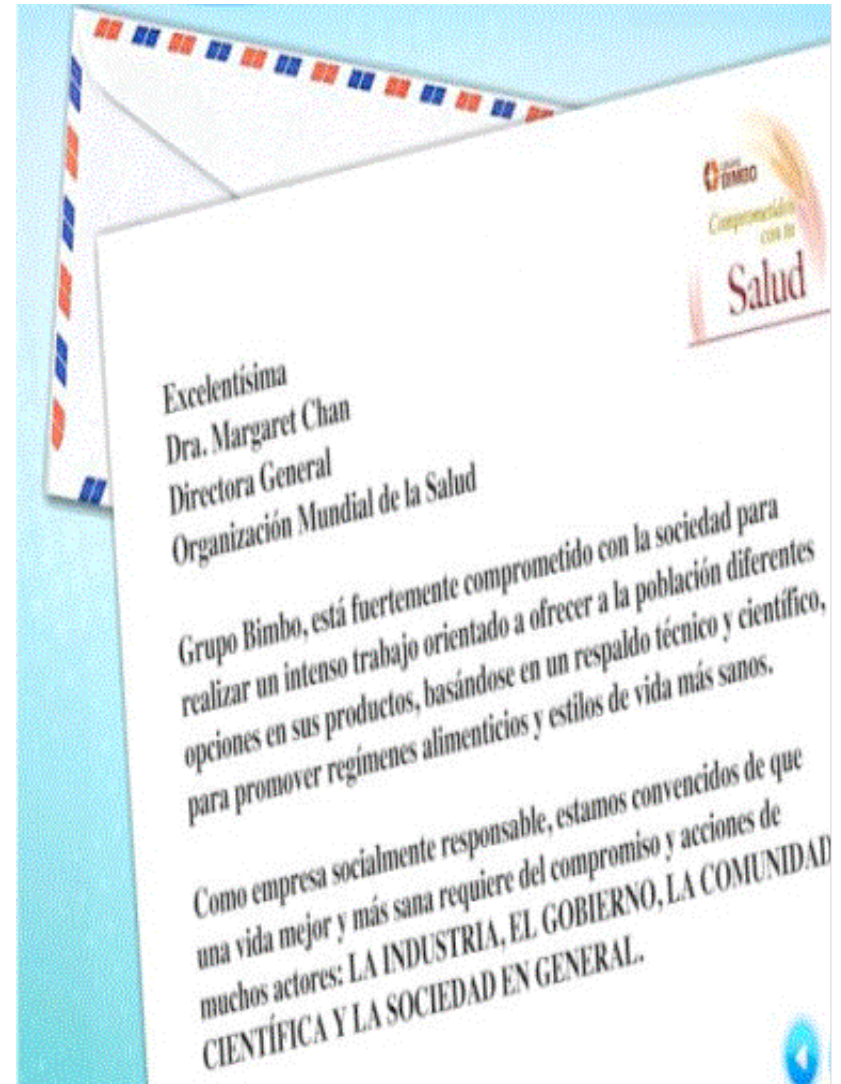
**Salud**



- 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**



# 1. Reformulation and development of new Products: main activities.

- Portion control.



- Reduction of sodium, sugar or fat.

- Whole grain products.



- Functional ingredients - fortification.



- School products for children



## 2. Nutritional information to consumers

- Calories at the front
- GDA's



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

*Nos ponemos de pie por México*

COMPROMETIDOS CON LA CALIDAD DE LA PUBLICIDAD

*Hacemos publicidad y mercadotecnia responsable*

- \* Promovemos estilos de vida saludables en cada nuestra publicidad.
- \* Desde Agosto del 2010 publicamos nuestras campañas a niños menores de 12 años, evitando mostrarlos con comportamientos basados en evidencia científica y estándares internacionales.
- \* Incorporamos promociones exclusivamente en productos que cumplen con los patrones internacionales.



BIMBO

Ricelina



Marinela

Tia Rosa

## 4. Promotion of physical activity and healthy lifestyles



## 5. Strategic Alliances



*Nos ponemos  
de pie por México*

*Comprometidos con tu Salud*



### *Granos enteros*

- Incluimos harinas de grano entero en el 30% de nuestros productos.
- Trabajamos en conjunto con el Whole Grains Council para el registro y uso internacional de la estampa de Granos enteros, siendo la empresa con más registros a nivel mundial (230 productos).
- Apoyamos el consumo de granos enteros por su aporte nutricional y para la mejora de las dietas de nuestros consumidores.



En el futuro inmediato incluiremos granos enteros en las diferentes categorías de productos.



**GRUPO  
BIMBO**  
S.A. de C.V.

**BO**  
S.A. de C.V.

# Whole Grains Project

## Grupo Bimbo

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



GRUPO BIMBO S.A. de C.V.

# Whole Grains Culture in LatinAmerica



**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

# Whole Grain Culture in LatinAmerica

## 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 wheat flour: obtained from the milling of the cereal grain preserving the bran and germ.

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 from 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**.

# Whole Grain Culture in LatinAmerica

## 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.

Bread with whole wheat: Product made with **no less than 20% and no more than 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**.



# Whole Grain Culture in LatinAmerica

## 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.**



# Whole Grain Culture in LatinAmerica

## Supply chain

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



# Whole Grain Culture in LatinAmerica

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



# Whole Grain Culture in LatinAmerica

## 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



# Whole Grain Culture in LatinAmerica

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

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*.

## b) ¿Porqué los granos enteros hacen la diferencia?

Antes de enseñarle a identificar un producto hecho con granos enteros, es importante que sepa que es diferente un producto "con fibra" a uno "con granos enteros". Los productos con granos enteros como ya se mencionó anteriormente incluyen las tres partes que componen el grano, por lo que consumirlos le aporta todos los nutrientes que contiene el grano en su forma original como lo son carbohidratos, fibra dietética, fitonutrientes, esteroides, antioxidantes, minerales y vitaminas. Esto es diferente a los productos que contienen fibra, algunos productos sí son en fibra no están hechos a base de granos enteros, simplemente lo contienen porque fueron adicionados con la misma o porque son naturalmente ricos en ella.

**RECUERDA:** Los granos enteros gracias a que conservan las tres partes del grano, nos aportan carbohidratos complejos, fibra dietética, vitaminas del complejo B, antioxidantes, fitonutrientes, esteroides, esteroles y minerales traza como hierro, magnesio, zinc y cobre.



## c) ¿En dónde encontramos los granos enteros?

Los granos enteros los podemos encontrar en diferentes tipos de semillas, como: trigo, amaranto, arroz salvaje, arroz, avena, cebada, centeno, maíz, mijo, arroz rojo.

Para productos hechos a base de granos enteros, basta con que leas el listado de ingredientes o identifiques la estampa de granos enteros (ver capítulo 4).





## 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.**





**Grupo Bimbo** promotes the consumption of whole grains with its consumers as part of a healthy and balanced diet.

The whole grain project will continue to be a main strategy for the company for the years to come.

We introduced for the first time the Whole Grain concept and WGC stamp in many Latin America countries...

and we will continue working.







**Thanks!**