

EXHIBIT 23

From: Christine Montemurro <chris.montemurro@mslworldwide.com>
To: eversc@teleport.com <eversc@teleport.com>
Sent: 3/10/2010 5:01:44 AM
Subject: Fw: Event Update
Attachments: Tweets from Event.zip

Hi Connie,

I wanted to pass along some of the comments the bloggers were Tweeting about during our event yesterday. Enjoy!

- Chris



Chris Montemurro
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----- Forwarded by Christine Montemurro/MSL/US/AMERICAS/PUBGROUPE on 03/10/2010 08:01 AM -----

Cameryn Mercurio/MSL/US/AMERICAS/PUBGROUPE

To Karl.KROHN@ferrero.com

03/09/2010 08:38 PM

cc Else Titan/MSL/US/AMERICAS/PUBGROUPE@PUBGROUPE, Christine Montemurro/MSL/US/AMERICAS/PUBGROUPE@PUBGROUPE, Allison Showalter/MSL/US/AMERICAS/PUBGROUPE@PUBGROUPE

Subject Event Update

Hi Karl,

We wanted to share a brief update with Twitter coverage from during this morning's event. As many of the bloggers were actively tweeting during the event, we have compiled a deck (attached) for your reference which features wonderful commentary and quotes from the event.

We are currently following up with all attendees as well as monitoring for additional coverage on both blogs and Twitter and will continue to share updates with you. Please feel free to call if you have any questions!

All the best,
Cami



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classmommy

6,240 followers

Surprised to learn #nutella only has 4 ingredients- hazlenyts, skim milk, sugar, hint of cocoa
about 4 hours ago via Twitter

Pair #nutella with the whole grain version of bread/waffles etc so kids look forward to breakfast- variety is key & make it a family affair
about 4 hours ago via Twitter

50% of all American families skip breakfast on a regular basis #nutella
about 4 hours ago via Twitter

Hanging out at Nutella
@mommy@veepveep@complicatedmama learning all about breakfast habits for kids <http://yfrog.com/9v18q>
about 4 hours ago via Twitter

@ComplicatedMama yes!!! Excited to meet u at Nutella.
about 6 hours ago via Twitter in reply to ComplicatedMama

@AlexCaseyBaby I'll let you know what I learn about Nutella as a breakfast item The Europeans use a ton of it right?
about 7 hours ago via Twitter in reply to AlexCaseyBaby

Training it up to NYC for breakfast with Nutella and lunch with Ragu, Molly Ringwald and @mommy. What a day!
about 8 hours ago via Twitter



SavvyMommy

[REDACTED] doesn't come into contact with peanut ingredients during manufacturing but remember it is a hazelnut spread.

about 4 hours ago via Twitter

3,888 followers



QueensMamas

Eating yummy **[REDACTED]** at Citibabes.

about 4 hours ago via Twitter

141 followers



jenrab

2,615 followers

@codchilidom they're branching out into social media, so there will be more outlets soon. I'll do a write up on my site too! #nutella
about 4 hours ago via Twitter in reply to @codchilidom

@codchilidom unfortunately, they are not on Twitter yet, but they are on Facebook
about 4 hours ago via Twitter in reply to @codchilidom

We were just discussing how #nutella has a huge following in social media and the blogging world
about 4 hours ago via Twitter

#nutella is a hazelnut spread and NOT a chocolate spread
about 4 hours ago via Twitter

@that_daniels nom nom! Anya and I would be great dining partners - I genuinely love this stuff
about 4 hours ago via Twitter

#nutella is made in a factory that is peanut-free, it's also gluten-free (didn't know that!)
about 4 hours ago via Twitter

#nutella does have nutritious properties but as with everything, it should be eaten in moderation
about 4 hours ago via Twitter

#nutella can be considered a vehicle for eating healthy items for breakfast
about 4 hours ago via Twitter

Did you know #nutella is also the same Parent company as tic tac, and ferrero rochet? ... Tic tacs. Interesting. Any
@CandicateUltimate
about 4 hours ago via Twitter

#nutella has 4 ingredients, hazelnut, cocoa, skim milk and sugar (nom nom)
about 4 hours ago via Twitter

the best breakfast is the one our kids will eat. Ultimately, food should be enjoyed. #nutella
about 4 hours ago via Twitter

#nutella has 4 ingredients, hazelnut, cocoa, skim milk and sugar (nom nom)
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the best breakfast is the one our kids will eat. Ultimately, food should be enjoyed. #nutella
about 4 hours ago via Twitter

Connie recommends these for variety at breakfast: whole grain, protein source, a fat and a fruit/veggie #nutella
about 4 hours ago via Twitter

50% of all American families skip breakfast on a regular basis, according to @Scholastic's Parent and Child mag #nutella
about 4 hours ago via Twitter

Study says children who ate breakfast regularly have healthier weight registry, better behavior (less hyperactivity) #nutella
about 5 hours ago via Twitter

Connie Evers, a registered dietician is speaking to us about the importance of breakfast. #nutella
about 5 hours ago via Twitter

@prenetineparent oh no! We are saving a seat for you! #nutella
about 5 hours ago via Twitter in reply to @prenetineparent

Minim at the #nutella event (@Citibates)
about 5 hours ago via Twitter



ComplicatedMama

4,424 followers

@classmommy I need to hit the gym. Right after I polish off that #nutella in my bag :) lol

@classmommy just saw the pic we all took. You gals all Look fab . . . But my arm looks HUGE lol

@girlmama1 interesting right? And gluten free! I don't think most people knew that. I know I didn't! #nutella

girlmama1 @ComplicatedMama I had no idea #nutella was peanut free!! That's awesome!

@ComplicatedMama They sell a twin pack of huge jars of #nutella at Costco. Ma @SITSgirl!

@ComplicatedMama We use so much #Nutella we should own stock!! Ma @EllieCNaturals

The gluten free and peanut Free fact I think is huge. I had no idea #nutella

#Nutella is made in a factory that is completely peanut and #glutenfree

@ComplicatedMama They sell a twin pack of huge jars of #nutella at Costco. Ma @SITSgirl!

@ComplicatedMama We use so much #Nutella we should own stock!! Ma @EllieCNaturals

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#Nutella is made in a factory that is completely peanut and #glutenfree

@ComplicatedMama mmm I love me some #Nutella!! Ma @bluebugshoes

@Mom2A_Princess me too! Love it!! It was huge growing up in a big Italian community as a kid #nutella

#nutella sandwich is Really not more sugary than PB&J

If you are sending a #nutella sandwich to school for Lunch. Send in a string cheese for extra protein

@MCMaminer lol.. Now THAT would be great! #nutella

<p>I'm surprised the #nutella is not yet HUGE in the US. Growing up, I was all the rage for lunch. U got nutella? You were a lucky kid! <small>about 4 hours ago via Twitter</small></p>	<p>@rearker will do! :) I heard the @momcentral gals #nutella <small>about 6 hours ago via Twitter in reply to rearker</small></p>
<p>Did you know there's actually very little chocolate in #nutella? It's hazelnuts, skim milk and a hint of cocoa <small>about 6 hours ago via Twitter</small></p>	<p>@classynormy on my way in too! Will I be seeing you at #nutella? <small>about 6 hours ago via Twitter in reply to classynormy</small></p>
<p>@centsiblelife we never skip either! @classynormy <small>about 6 hours ago via Twitter in reply to centsiblelife</small></p>	<p>@mommyinstincts I do not know if there is one there. I will do some #nutella investigating for you :) <small>about 6 hours ago via Twitter in reply to mommyinstincts</small></p>
<p>Did you know #nutella is also the same Parent company as tic tac and Ferrero rochet? ... Tic tacs... Interesting. <small>about 6 hours ago via Twitter</small></p>	<p>@Dream1 I will be sure to share the yumminess via Twitter (though that's much like teasing lol) #nutella <small>about 6 hours ago via Twitter in reply to Dream1</small></p>
<p>A little #nutella spread on whole grain toast with some fruit on the side is a great way to get a serving of daily grains <small>about 6 hours ago via Twitter</small></p>	<p>On my way to #nutella tasting event . It is BEAUTIFUL outside! <small>about 6 hours ago via Twitter</small></p>
<p>Did you know that we're suppose to eat 6-8 servings of grains every day? #nutella <small>about 6 hours ago via Twitter</small></p>	<p>@mommyinstincts I do not know if there is one there. I will do some #nutella investigating for you :) <small>about 6 hours ago via Twitter in reply to mommyinstincts</small></p>
<p>@FrugettaLife As you can see. I thought the same #nutella http://tiny.cc/cmj52q3aj <small>about 6 hours ago via Twitter in reply to FrugettaLife</small></p>	<p>@Dream1 I will be sure to share the yumminess via Twitter (though that's much like teasing lol) #nutella <small>about 6 hours ago via Twitter in reply to Dream1</small></p>
<p>Do you skip Breakfast in the morning? #nutella <small>about 6 hours ago via Twitter</small></p>	<p>On my way to #nutella tasting event . It is BEAUTIFUL outside! <small>about 6 hours ago via Twitter</small></p>
<p>Eating a healthy breakfast helps with weight regulation (so true! It's how I kept my weight off when I lost with ww) #nutella <small>about 6 hours ago via Twitter</small></p>	<p>@jenrad but think of the heavenly possibilities with a case of #nutella and case of wine... -you win one, I win the other-we'll split it. <small>about 18 hours ago via twitter in reply to jenrad</small></p>
<p>Listening to nutritionist Connie Evans talk ab healthy breakfast #nutella <small>about 7 hours ago via Twitter</small></p>	<p>@primetimeparent uhhhh no I did not-- but pssshh yeah! I want a case too! #nutella <small>about 18 hours ago via twitter in reply to primetimeparent</small></p>





ComplicatedMama

@queenmotherblog @MomStart: there's no wrong way to eat nutella lol. . . spoonful out of the jar is delish too :)
about 18 hours ago via Twitter in reply to @queenmotherblog

@MomStart @queenmotherblog my favorite #nutella snack is on a croissant toasted on the BBQ w/ fluff in the summer. Sooo good!
about 12 hours ago via Twitter in reply to @MomStart

@DelightfulTern I sure did! :) I'm going to an event for them tomorrow. Can't wait for all the yumminess #nutella
about 19 hours ago via Twitter in reply to @DelightfulTern

Come on! I know someone out there is going to be keeping me company at #nutella tomorrow. . . Right? ((looks around))
about 14 hours ago via Twitter

Anyone going to be at #nutella in NYC tomorrow morning?
about 18 hours ago via Twitter



DagmarBleasdale

3,857 followers

@AllisonMaslan NYC was great!
Actually learned a lot about ~~NUTELLA~~. In
moderation, it's a great tool to get
kids to eat a healthy breakfast.

about 2 hours ago via web in reply to @AllisonMaslan

back from the #Nutella event in NYC. I learned that it's actually a
nut butter, not chocolate butter. NUTella. Plus it's gluten free!
about 2 hours ago via web

@AllisonMaslan I was tweeting in the middle of the night, the Nutella
breakfast is still coming up. Will report. Have a great day!
about 7 hours ago via web in reply to @AllisonMaslan

getting everything ready for today's Nutella round-table blogger
event. Can't wait to have breakfast in NYC!
about 13 hours ago via web



primetimeparent

3,183 followers

@jen maier it is made in a peanut free facility #nutella

about 4 hours ago via mobile in ch

#nutella is gluten-free and made in a nut free facility

about 4 hours ago via mobile in ch

#nutella sandwich for breakfast or lunch with an apple or string cheese

about 4 hours ago via mobile in ch

What is in #nutella?? Häzelnut, skim milk, sugar, & cocoa I'm in love & #kosher O U D (not #kosher 4 Passover)

about 4 hours ago via mobile in ch

#nutella started in a small town in Italy

about 5 hours ago via mobile in ch

#nutella started in a small town in Italy by P

about 5 hours ago via mobile in ch

#nutella on banana & listening to winning the breakfast battle with lads 5 yr old is a challenge

about 5 hours ago via mobile in ch

Finally at Broom St #nutella here we comes

about 5 hours ago via mobile in ch

williamsburg bridge has just 2 lanes open, car should have gone another way, missing #nutella breakfast and fun 4 ds @cfnbabies

about 5 hours ago via mobile in ch

Stuck in traffic (still) and I am missing my chance to learn all about #nutella @nutella

about 5 hours ago via mobile in ch

@enrab @complicatedmama we r stuck in traffic, r u @nutella #nutella I SO WANT BREAKFAST

about 5 hours ago via mobile in ch

@ComplicatedMama @enrab Hope to see you at #nutella event tomorrow, I'd love to win case, have you seen this? <http://bit.ly/3fHq7>

about 16 hours ago via mobile in ch