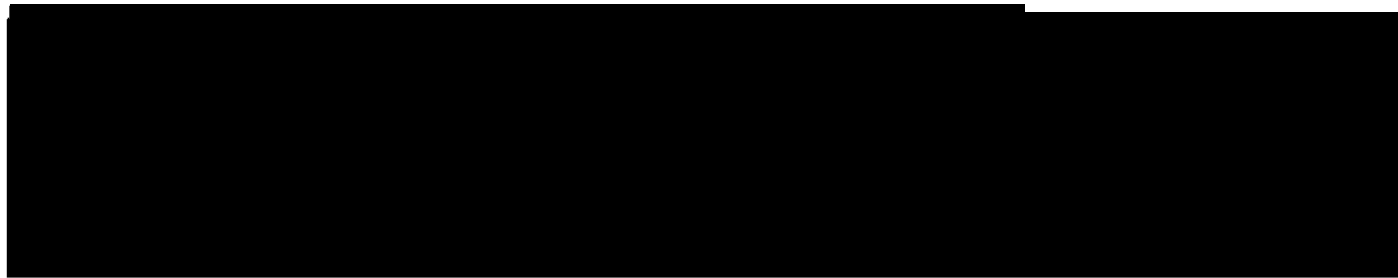


EXHIBIT 25



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NUTELLA® HAZELNUT SPREAD Q&A

ADVERTISING CAMPAIGN

- Q. Why is Nutella® hazelnut spread advertising itself as a breakfast food?**
A. Research shows that breakfast is part of a sensible diet and lifestyle, and can positively impact children's development and well-being. Nutella's® advertisement indicates that Nutella® can be a part of this important meal, giving children a good start to the day when used in moderation with complementary foods
- Q. Are you targeting children with this breakfast positioning?**
A. No – Nutella® hazelnut spread is positioning itself as a tool to help moms win the battle at breakfast. All marketing efforts, including packaging and advertising, include language for an adult audience.
- Q. How is Nutella® helping moms at breakfast time?**
A. It can be difficult to persuade children to eat breakfast. When used in moderation with complementary foods, Nutella® is a quick and easy tool to encourage kids to eat whole grains, such as whole wheat toast, English muffins, toaster waffles and bagels.
- Q. This is the first time the brand is advertising in the U.S. Why?**
A. European families and visitors have enjoyed Nutella® hazelnut spread as a breakfast staple on bread and toast for years. The Ferrero Company wanted to bring this traditional Italian breakfast item to the U.S. introducing consumers to a product that Europeans have been enjoying since the 1950s.
- Q. What is the advertising mix supporting Nutella®?**
A. Currently Nutella® is backed by a TV, print and online campaign.
- Q. What is the estimated ad spend for the campaign?**
A. The Ferrero Company doesn't release ad spend information.

BREAKFAST POSITIONING

- Q. How can The Ferrero Company claim Nutella® hazelnut spread is healthy if it contains sugar and palm oil as two of its main ingredients?**
A. The company is not making any nutrition or health claims for Nutella® hazelnut spread in any of its marketing or advertising. The Ferrero Company stands behind the quality and ingredients of Nutella® hazelnut spread and the advertising campaign shows how it can be a part of a balanced breakfast when used in moderation.

Q. Is the Ferrero Company encouraging moms to feed their children a chocolate, sugar-filled product at breakfast?

A. Nutella[®] is not a chocolate spread. It is a hazelnut spread. The company is not making any nutrition or health claims for Nutella[®] hazelnut spread in any of its marketing or advertising. In fact, the advertising campaign shows how Nutella[®] can be a part of a balanced breakfast when used in moderation.

Q. First Lady Michelle Obama recently launched her “Let’s Move” campaign to combat childhood obesity in February 2010. How can moms still feel good about serving kids Nutella[®]?

A. One pillar of the “Let’s Move” campaign focused on portion sizes. Part of our current campaign is to educate moms on the proper usage of Nutella[®], including serving size. It is important for moms to use Nutella[®] in moderation and follow the recommended appropriate serving size.

Q. Why is it so important for children to eat breakfast?

A. Regular breakfast consumption has been linked to many benefits. A review of studies reported in the *Journal of the American Dietetic Association* showed children who ate breakfast regularly had better eating habits and overall nutrition than those who did not¹. Results also showed individuals who eat breakfast regularly are less likely to develop weight regulation issues². Additionally, studies have shown children who regularly eat breakfast have better test scores, better behavior and are less hyperactive than those who skip this meal³.

To prevent children from skipping breakfast, the first meal of the day should be both appealing and varied. It is good to establish a nutrient balance at breakfast that allows the inclusion of important foods such as milk and other dairy products, which help to achieve the required calcium and protein needs. Nutella[®] contains quality ingredients, including roasted hazelnuts, skim milk and a hint of cocoa, and provides a great solution when paired with whole grain breads. Adding fruit and milk creates a balanced meal that is enjoyable for children!

Q. What is considered a “balanced breakfast?”

A. A balanced breakfast should provide the proper balance of protein, carbohydrates from whole grains, fat, and the nutrients provided by either a serving of fruit or vegetables.⁴ For example, a breakfast that consists of a small whole grain bagel, 1-2 tablespoons of Nutella[®], 1/2 cup of sliced strawberries, and 1 cup of 1% milk is suitable for school-aged children.

Q. Is it good to consume fat as a part of breakfast?

A. Yes – the DRV (Daily Recommended Value) of fats is 65g, therefore you could spread out your fat intake throughout the day. Fat is an essential nutrient and necessary for a number of reasons, including providing taste and increasing satiety. A proper

¹ Study published in the *Journal of the American Dietetic Association*, as reported in *Nation’s Restaurant News*, May 2005.

² Study published in the *Journal of the American Dietetic Association*, as reported in *Nation’s Restaurant News*, May 2005

³ *American Journal of Clinical Nutrition*.

⁴ Study published in the *Journal of the American Dietetic Association*, as reported in *Nation’s Restaurant News*, May 2005.

balanced breakfast containing protein, fats and complex carbohydrates will keep you feeling full for longer than a simple carbohydrate rich breakfast.

Q. How many calories should my child's breakfast contain?

A. The energy intake for children depends on their age, gender and physical activity level. To determine your child's approximate caloric need, you can visit MyPyramid.gov and use the energy calculator. It is recommended that breakfast no more than 30% of the total daily energy intake.⁵ For example, a boy between the ages of 4-8 that is moderately active should have a daily energy intake of 1,400-1,600 calories. Breakfast, in this case, could range between 280-400 calories.

Gender	Age (years)	Activity Level ^{b,c,d}		
		Sedentary ^b	Moderately Active ^c	Active ^d
Child	2-3	1,000	1,000-1,400 ^e	1,000-1,400 ^e
Female	4-8	1,200	1,400-1,600	1,400-1,800
	9-13	1,600	1,600-2,000	1,800-2,200
	14-18	1,800	2,000	2,400
	19-30	2,000	2,000-2,200	2,400
	31-50	1,800	2,000	2,200
	51+	1,600	1,800	2,000-2,200
Male	4-8	1,400	1,400-1,600	1,600-2,000
	9-13	1,800	1,800-2,200	2,000-2,600
	14-18	2,200	2,400-2,800	2,800-3,200
	19-30	2,400	2,600-2,800	3,000
	31-50	2,200	2,400-2,600	2,800-3,000
	51+	2,000	2,200-2,400	2,400-2,900

D I E T A R Y G U I D E L I N E S F O R A M E R I C A N S , 2 0 0 5

NUTRITIONAL PROFILE

Q. Does Nutella® hazelnut spread contain any hydrogenated oil or trans fat?

A. No – Nutella® hazelnut spread does not contain any hydrogenated oil or trans fat.

Q. What is an appropriate amount of Nutella® hazelnut spread to serve at breakfast?

A. The key to enjoying Nutella® hazelnut spread at breakfast is the appropriate serving amount. Just 1-2 tablespoons is a good amount for moms to serve to their children with whole grain products.

Q. The use of palm oil in manufacturers' products is a growing concern of environmental activists and consumers alike. Why is the Ferrero Company using this ingredient in Nutella® hazelnut spread?

A. The Ferrero Company is dedicated to providing its customers and consumers premium products made from the highest quality ingredients available. As an active member of the Roundtable on Sustainable Palm Oil, the company is committed to adopting best

⁵ Study published by Food Research & Action Center, as reported in "Child Nutrition Fact Sheet"

practices in the procurement of its ingredients, while ensuring every step is taken to preserve the environment and natural resources.

Q. How does the amount of sugar per serving of Nutella® hazelnut spread compare to other breakfast condiments?

A. Nutella® hazelnut spread has a nutritional profile that is comparable to other popular breakfast condiments, such as jellies and syrup.

Q. How does the amount of sodium per serving of Nutella® hazelnut spread compare to other breakfast spreads?

A. Nutella® hazelnut spread is a low sodium product with only about 7.5 milligrams per tablespoon. Nutella® is significantly lower in sodium than many popular nut butters.

Q. How much fat does Nutella® contain?

A. One tablespoon of Nutella® hazelnut spread contains about 5.5g of fats (DRV = 9%) of which less than 2g are saturated.

Q. How much cholesterol does Nutella® contain?

A. One tablespoon of Nutella® hazelnut spread contains 0mg of cholesterol.

Q. How much sugar does Nutella® contain?

A. One tablespoon of Nutella® hazelnut spread contains about 10.5g of sugar.

Q. What is the Glycemic Index (GI)?

A. According to GlycemicIndex.com, the official Web site of the Glycemic Index and GI Database, “not all carbohydrate foods are created equal. In fact, they behave quite differently in our bodies. The GI describes this difference by ranking carbohydrates according to their effect on blood glucose levels. Choosing foods with a low glycemic index – those that produce small fluctuations in blood glucose and insulin levels – may help to reduce the risk of heart disease and better control blood sugar levels.” Additional information can be found at www.glycemicindex.com.

Comment [Connie:Ev1]: We need to be careful here - the GI is still under scientific debate.

Q. What is the Index (GI) of Nutella®?

A. Nutella® hazelnut spread's GI is 33. The product is classified as a low GI food. A low GI carbohydrate diet allows glucose to slowly trickle into the blood stream, keeping energy levels balanced and helps one to feel full, longer.

GENERAL PRODUCT BACKGROUND

Q. Isn't Nutella® hazelnut spread a chocolate spread?

A. Nutella® is not a chocolate spread. Nutella® is a hazelnut spread made with quality ingredients, including roasted hazelnuts, skim milk and a hint of cocoa. Hazelnuts are a main ingredient in Nutella® hazelnut spread, and each 13 oz. jar contains more than 50 hazelnuts.

Q. Does Nutella® hazelnut spread contain peanuts?

A. Nutella[®] hazelnut spread does not contain peanuts or peanut ingredients, nor does the product come in contact with peanuts during manufacturing.

Q. What are the freshness standards for Nutella[®]?

A. Quality and freshness are important ways in which Ferrero guarantees the best product to consumers. Ferrero applies the highest standards for raw materials selection, production process and quality control overall. Ferrero employees personally check on suppliers to verify that its high quality standards are respected.

Q. Where can consumers purchase Nutella[®]?

A. Nutella[®] hazelnut spread is distributed nationwide and can be found at select grocery, mass merchandiser, warehouse and club stores. Visit www.nutellausa.com for a store locator.

Q. How much does Nutella[®] cost?

A. Nutella[®] hazelnut spread's suggested retail price is \$3.49 for a 13 oz jar and \$6.49 for a 26.5 oz jar.

Q. How do I store Nutella[®]?

Unopened and opened jars of Nutella[®] should be stored at room temperature. Keep the jar tightly closed and store in a cool place to maintain maximum flavor. Do not refrigerate Nutella[®] otherwise it will be difficult to spread. Excessive heat will accelerate the loss of fresh flavor and may cause the oil found in Nutella[®] to separate.

Q. How was Nutella[®] hazelnut spread created?

A. Nutella[®] hazelnut spread was created in the 1940s by Pietro Ferrero, a pastry maker and the founder of the Ferrero Company. At the time, there was a short supply of chocolate due to World War II rationing. Pietro used hazelnuts to extend his chocolate supply and combined it with milk and a little bit of cocoa, resulting in the base ingredients for the world's number one selling nut spread on the market today – Nutella[®] hazelnut spread.

Q. What is the "Build Your Own Breakfast" tool on Nutella's[®] Web site?

A. Nutella's[®] "Build Your Own Breakfast" online tool is an interactive exercise that allows consumers to experiment with a sampling of breakfast combinations and compare basic nutrient values. Before building a breakfast, the user will be asked to enter data that is relevant for evaluating his/her daily caloric intake/needs.

Q. How are the calculations for the recommended food/caloric intake determined on the "Build Your Own Breakfast" tool?

A. The calculations are based on FDA Food pyramid guidelines. Before building a breakfast, users are asked to enter data that is relevant for evaluating their daily calorie needs. Each breakfast item shows calories and values for three basic nutrient classes: protein, fats and carbohydrates. The same information is shown for breakfast combinations. When breakfast choices are submitted, the final screen will display the total calories for each choice and the percentage of total calories that come from carbohydrates, protein and fat.

COMPANY BACKGROUND

Q. When was the Ferrero Company founded?

A. The company, founded by Pietro Ferrero, was officially recognized by the Italian Department of Commerce in 1946.

Q. Where is the Ferrero Company based?

A. The Ferrero Company is based in Alba, Italy.

Q. Is it a family-owned company?

A. Yes, the Ferrero Company prides itself on its strong heritage. The love and passion for creating original, high quality premium confections has been passed on from generation to generation.

Q. What products are manufactured by the Ferrero Company?

A. Some of the products Ferrero manufactures are the following:

- Rocher® chocolates
- Rondnoir® dark chocolates
- Tic Tac® mints
- Nutella® hazelnut spread
- Raffaello® confections

Q. Are all of the Ferrero Company's products manufactured in Italy?

A. While the Ferrero Company is headquartered in Italy, it has manufacturing facilities in other countries including Germany and Canada.

Q. Where are Ferrero Company products distributed?

A. Ferrero products can be found in more than 100 countries worldwide.

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