



**2011 CAMPAIGN: "THE GOOD THING ABOUT A HEALTHY PRINCIPLE"  
PARMALAT AND KELLOGG ITALIA CONTINUE THEIR COOPERATION  
TO SPREAD THE CULTURE OF HAVING BREAKFAST**



**Milan, October 24th 2011** – Following last year's success, **Parmalat & Kellogg Italia** have once again, joint hands to re-launch "the good thing about a healthy principle" ("La bontà di un sano principio") campaign, with a view to generate awareness among consumers about the importance of a balanced and healthy breakfast eating habit.

A daily breakfast habit is essential as it provides the nutrients needed to start the day with the correct energy levels: the first meal of the day should provide about 15-20% of daily energy as well as the right amount of vitamins and minerals.

Starting the day with milk and cereals, together with some fruit, is a healthy and balanced, as well as simple and tasty way of having the right kind of breakfast.

Milk is important for everyone, especially for children, as it provides the right mix of nutrients to start off the day and above all, has calcium, a key mineral for bones and general health.

Breakfast cereals are a simple product, rich in carbohydrates that are the main source of energy during the first half of the day plus vitamins and minerals with low fat content.

**Parmalat** is a synonym for milk and hence, breakfast, but it also stands for innovation and quality. In fact, the company has always worked to produce a high quality product with excellent nutritional values, based on constant renewal of its production processes and product lines in collaboration with important Italian Universities.

**Kellogg** has always been the synonym for breakfast cereals and it has tried, since the beginning, to pursue the aim of producing not just a healthy and nutritious product, but also to encourage the adoption of correct eating behavior, as a response to the needs of its global consumers. Kellogg is constantly committed to the improvement of its products and nutritional values.

At the heart of this initiative lies a **communication campaign** that will involve **pamphlet distribution, promotional material** and **direct action at partnering sales points**. Furthermore, a specific website is in place - [www.ilsanoprincipio.it](http://www.ilsanoprincipio.it) – and an intense advertising build-up on major print media is planned.

With a view to generate greater involvement a prize competition was setup, started on **15th of September 2011** and lasting until **15th of February 2012**. The contest is communicated on both, Parmalat and Kellogg packaging. To enter, one needs to buy a bottle of Parmalat Milk (UHT "Bontà e Linea" semi-skimmed milk, UHT "Zymil" skimmed 1% fat milk) together with a Kellogg product (Kellogg's Corn Flakes, Coco Pops or Special K). The consumer is then required to insert the relevant information available on the receipt/cash memo onto the webpage [www.ilsanoprincipio.it](http://www.ilsanoprincipio.it) having completed access procedures.

The contest is also advertised on the products related to this initiative and has a weekly prize (1 X-BOX 360 4GB with KINECT and 2 games for a period of 13 weeks) as well as a final prize (7 holidays worth € 1.500,00 in one of the 163 locations available on [agriturismo.com](http://agriturismo.com)). The total jackpot amounts to € 16.633,18 (excluding VAT).

### **Parmalat**

*Parmalat is controlled by the Lactalis Group since July 15, 2011. The new Group, world leader in dairy products, enjoys a presence on every continent, with strong market positions and brands in all product categories: cheeses, milk for consumption, chilled dairy (yoghurt and desserts), butter and cream, fruits business (beverages and preparations), infant and clinical nutrition, dairy ingredients, cured meats and veal.*

*With a turnover of 14.7 billion euros and an overall workforce of over 52,000 persons, the new Group is active in 56 countries, including 35 countries with 199 factories. The Lactalis Group, which prior to the acquisition had an industrial presence mainly in Europe, but was also active in the former Soviet Union, the Middle East and the United States, is fully complementary with Parmalat, whose production sites are primarily located in Italy, Canada, South America, South Africa and Australia. Parmalat S.p.A. is listed on the Italian Stock Exchange.*

[www.parmalat.com](http://www.parmalat.com), [www.parmalat.it](http://www.parmalat.it)

### **Kellogg**

*For more than a 100 years consumers choose Kellogg for the taste, quality and nutritional value of its products.*

*Kellogg Company is the global breakfast cereal leader and is one of the most important players in the snacks and crackers segment. Its global, annual turnover in 2010 was of 12 billion dollars and it employed 31,000 workers. The company today is present in more than 180 countries, with production sites in 18 different countries. Kellogg's® products were first sold in Italy in 1930 and Kellogg Italia S.p.A. was created in 1987. In 2010, the Italian company generated a turnover of 191 million Euros and employed 130. The Kellogg's® breakfast cereal and cereal based snack product lines in Italy include the following brands: Kellogg's® Corn Flakes, Special K®, Coco Pops®, Miel Pops®, Kellogg's Choco Krave®, Rice Krispies®, All-Bran®, Frosties®, Kellogg's Extra®, Optivita®, Nice Morning® e Rice Krispies Squares®*

[www.kelloggs.it](http://www.kelloggs.it)

### **For further information:**

#### **Parmalat:**

Anna Orlando/Adele Giudice

Tel.: 02 83105.11

e-mail: [parmalat@evolutionpr.it](mailto:parmalat@evolutionpr.it)

#### **Kellogg Italia:**

Silvia Scrofani

Tel.: 02 45 48 99 54

e-mail: [scrofani@competencecommunication.com](mailto:scrofani@competencecommunication.com)