



La vie en LU

In 2016, *LU* celebrated its 170th birthday! Founded in 1846, *LU* biscuits began as a small family business in France, when two young French bakers, Jean-Romain Lefèvre and Pauline-Isabelle Utile, fell in love, married and began creating exquisite biscuits together, which they proudly imprinted with their two initials. Their passion for fine ingredients and distinctive, original biscuits inspires every *LU* cookie and cracker we bake today. Today, *LU* biscuits are present in 100 countries and include many iconic childhood favorites such as *Petit Beurre*, *Petit Ecolier*, *Mikado*, *Pepito*, *Cracotte* and *TUC*.

LU Fun Facts:



FIRST SALE

The first *LU* biscuits were sold in Nantes, France, in 1846.



SALES

LU generated nearly \$2 billion in global annual revenues (2016).



CELEBRITY ENDORSEMENT

French actress Sarah Bernhardt, known as "The Divine Sarah," created the slogan, "What is better than one *Petit Beurre LU*? ...Two *Petit Beurre LU*!"



GLOBAL REACH

LU biscuits can be found in more than 100 countries.



LOTS OF TREATS

25 packs of *LU* biscuits are consumed per second of the day around the world!



BIGGEST MARKETS

France, Italy and Benelux (Belgium-Netherlands-Luxembourg)



Portfolio

Breakfast

Cracotte: A whole grain toast that's both crispy and tender — great for breakfast or snacks!



Kids

- **Prince:** A delicious crusty whole wheat biscuit with chocolate that's a perfect companion for gourmet breaks.
- **Petit Ecolier.** Our "signature" design invites admiring glances: available in milk, white, dark or extra dark European chocolate, paired with a French buttery biscuit.
- **Pepito:** A unique treat combination that's half-biscuit, half-milk chocolate—and all delicious!



Adults

- **Petit Beurre:** These golden butter biscuits are the original butter biscuits from LU, known by their classic oven-browned scalloped edge.
- **Mikado:** Our famous crisp biscuits sticks with the sweetness and delicacy of delicious chocolate topping.
- **Pim's:** A delicious combination of three distinct tastes: Smooth European chocolate, tangy fruit flavored filling and soft, sweet biscuit.
- **TUC:** Created in Belgium, TUC biscuits are rich in grains, and their light and crispy texture lends a unique taste.
- **LU Granola:** launched in 2016, these Brownie and Large Bar varieties have been a big success!





History of LU

1846

Jean-Romain Lefèvre and his wife Pauline-Isabelle Utile open a bakery at No. 5 rue Boileau in Nantes, France. The products are an immediate success.

1890s

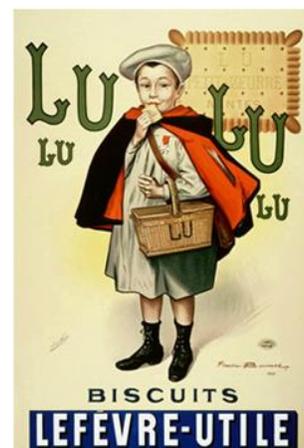
Louis, the youngest son of the Lefèvre Utile couple, takes the reins LU, opening a huge biscuit factory. Renowned artist Firmin Bouisset creates the iconic Little Schoolboy poster.

1900s

LU opens the century in style, winning the unique Grand Award for biscuits at the 1900 World Fair.

1910s

The LU factory in Nantes produces more than 6,000 tons of biscuits per year and employs 1,200 workers.



1940s

Prince biscuits launch in France, based on a product first introduced in Belgium in 1926.

1950s

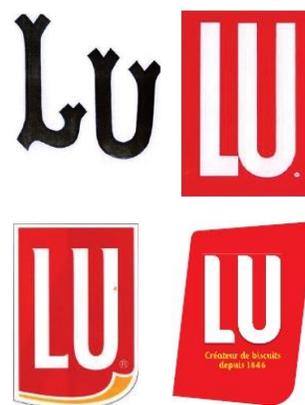
American designer Raymond Loewy gives the brand its distinctive red logo with white letters. Prince and TUC biscuits are created.

1960s
1970s

LU introduces now-classic brands Pepito and Pim's!

1980s

LU introduces Mikado, chocolate dipped wafer sticks, and Grany, a line of cereal bars, launches in France.



1990s

LU creates its *Petit Dejeuner* (breakfast biscuit), which becomes *belVita* breakfast biscuits globally.

2007

Kraft Foods, predecessor to Mondelez International, acquires Danone Group's biscuit business including the LU family of brands, 36 plants and operations in 20 countries.

2008

LU creates the Harmony wheat sustainability program in France, which today involves more than 1,700 farmers across Europe and yielded nearly 200,000 tons of Harmony wheat in 2014.





History of LU

2011

LU unveils its new logo and tagline, "Let's open the field of possibilities."



2014

LU introduces a new advertising campaign encouraging a sense of child-like wonder and joy!



2016

LU celebrates its 170th anniversary!

LU Granola is launched in Brownie and Large Bar varieties.

LU debuts in China with an e-commerce exclusive on Jingdong (JD.com), one of the country's largest e-commerce players.



2017

LU launches new campaign and tagline "La Vie en LU," encompassing a life made of shared moments and emotions, rituals around these iconic biscuits



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