People eat all sorts of different things for breakfast around the world. But what’s the same the world over is consumers’ desire to have a breakfast that’s convenient, tasty, and provides sustained energy to start the day. That’s why belVita Breakfast Biscuits have become a global success!

We realized that all around the world, many people skip breakfast because they feel too pressed for time, even though they know how important a nutritious breakfast can be. That’s why we developed belVita Breakfast Biscuits – they’re nutritious, taste great, provide sustained energy for the whole morning and can be enjoyed on-the-go.

belVita sales have taken off like a rocket, even in markets where breakfast biscuits were an entirely new concept. belVita is transforming the breakfast category by creating a new mainstream biscuit occasion.

Today, we offer belVita in more than 50 countries: from Europe and North America to Asia Pacific and Latin America. belVita has become a global breakfast icon, and grew at high single-digit rates in 2016.

2017 Fact Sheet:

Transforming the breakfast category with a new biscuit occasion!

In 2016, belVita breakfast biscuits delivered 32,250 TONS of whole grains to global diets.
belVita Breakfast Biscuit Facts:

**BIRTH**
Launched in 1998, as LU Petit Déjeuner in France.

**GLOBAL REACH**
belVita biscuits can now be found in more than 50 countries.

**INNOVATION**
What makes belVita biscuits unique is how they’re made. belVita Breakfast Biscuits are rich in slowly digestible starch thanks to their special baking process. We use a combination of whole grains that are baked with a specially designed and controlled process which allows for the slow release of carbohydrates over four hours. When eaten as part of a balanced breakfast, belVita provides fuel to get through the morning.

**BIGGEST MARKETS**
U.S., U.K., France, China, Brazil.

**SALES**
In 2016, belVita generated approximately $600 million of revenue, with high single-digit growth.

**NUTRITION**
belVita biscuit products contain at 29% wholegrain cereals on average, a minimum of 55% of energy from available carbohydrates, a significant source of micronutrients and at least 3g fiber/100g serving.

**RECENT COUNTRY LAUNCHES**
China (2015), Indonesia, Malaysia, South Africa and Turkey (2016)

**WHOLE GRAINS**
belVita is helping provide consumers whole grains, along with fuel to get through the morning. In 2016 alone, belVita delivered 32,250 tons of whole grains to people’s diets around the world!

**MANUFACTURING**
Every year, billions of belVita biscuits are made in 12 countries around the world. If all biscuits were laid end to end, it would wrap the world 62 times at the equator!
Examples of Flavors and Forms Around the World

**Overall Range**

*belVita* Breakfast biscuits are available in five ranges:
- *belVita* Breakfast Biscuits: available in a variety of flavors
- *belVita* Breakfast Duo: delicious biscuits with a creamy live yogurt filling
- *belVita* Breakfast Cookie: larger-sized breakfast biscuits
- *belVita* Breakfast tartiné: breakfast biscuits with smooth toppings like strawberry and choco-hazelnut
- *belVita* Breakfast Soft Baked: soft breakfast biscuits

**Brazil**
- *belVita* Breakfast Biscuits: milk and cereal, hazelnut & cocoa
- *belVita* Breakfast Minis: honey & cocoa; milk & oats

**China**
- *belVita* Breakfast Biscuits: available in three flavors, milk & cereal, nuts & honey, and mixed berry.

**France**
- *belVita* Classique: chocolate
- *belVita* Duo Fourré: strawberry & yogurt, chocolate & nuts
- *belVita* Tartiné: strawberry, milk & honey

**US**
- *belVita* Crunchy: blueberry, cinnamon brown sugar
- *belVita* Soft Baked: cinnamon, banana bread
- *belVita* Sandwich: with yogurt crème in vanilla & strawberry
- *belVita* Protein Soft Baked: with 10g of high quality protein!

**Russia**
- *belVita* Morning: honey & nuts, multigrain
- *belVita* Morning Sandwich: yogurt, yogurt and chocolate
belVita through the years

1998
Launched as LU Petit Déjeuner

2000’s
Grew to 60% market share in France and expanded to more than seven European countries.

2010
Rebranded belVita Breakfast

2011
Introduced in the United Kingdom as “the UK’s only specially designed breakfast biscuit.”

2012
Launched broadly across Europe and North America, with the U.S. ads tag-lined “Power up, people!”

belVita Breakfast debuts in Australia/New Zealand with ads featuring reality star Sharon Osbourne

At year-end, belVita Breakfast biscuits available in more than 25 countries.

2013
belVita Soft Baked launched in U.S.: Mixed Berry, Oats & Chocolate, Cinnamon and Banana Bread.

2014
belVita Breakfast biscuits available in more than 20 varieties in 34 countries.

belVita Breakfast biscuits “Tops” launch in U.K. with Strawberry and Choco-Hazelnut varieties.

2015
belVita introduced in China in three flavors, milk & cereal, nuts & honey, and mixed berry.

belVita Breakfast Cranberry Orange biscuits debut in U.S.

2017
belVita Sandwich with yogurt crème and belVita Protein Soft Baked debut in the U.S.

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