



# WEETABIX BRAND INTRODUCTION

## Marketing Team



Alpen



# PROUD TO NOURISH THE NATION

Take a walk down memory lane with all the landmark moments from our long and illustrious history.



## Nourishing The Nation Since 1932

### Britain's Breakfast Icon

We've come a long way since the first box of Weetabix our Burton Latimer mill way back in 1932. For the last eight decades we've been nourishing the nation with a family of brands that includes: Weetabix, Alpen, Weetabix On The Go drinks, Weetos, and Alpen Cereal Bars.

Today, we are the UK's number one selling, most trusted and most recommended cereal, responding to the changing needs of our consumers.



# RESPONSIBLE PRODUCTION

Discover how we're committed to responsible production at every step along the journey from field to breakfast table.

## **Responsible at every step along the way**

Looking after the countryside

Lower carbon footprint

Reducing energy & water usage

Minimising waste

Minimising packaging

Our promise to you: we'll always strive to bring you the best by doing things the right way.





## Great starts go global

Our Northamptonshire mills currently export to over 80 countries around the world. While we may employ around 1,800 staff members internationally – and have manufacturing plants as far away as in North America – all of the wheat that goes into our Weetabix biscuit is grown within 50 miles of our Burton Latimer home.



# Welcome to Weetabix Country

All of our Weetabix Biscuit wheat is harvested less than 50 miles from our Burton Latimer mill.

We've spent the last 80 years forging close relationships with local farmers to guarantee our consumers the very highest quality wheat, produced to the most responsible standards.

Formed of around 160 farmers hand-selected for their dedication to best practice and responsible production, our Growers Group ensures that only the highest quality British wheat makes it into each and every bowl of Weetabix.







# GOOD NUTRITION

You really are what you eat! From the benefits of breakfast to the goodness of grain, our fascinating factsheets are packed with top tips to help you and your family enjoy a healthier life.



# Fuelling Britain for almost 80 years!

**1932**

August 1932 saw our founders, Bennison Osbourne and Malcolm MacFarlane, form the British and African Cereal Co Ltd. Acquiring a disused flour mill in Burton Latimer to start production of a revolutionary new cereal – Weetabix.



**1940s**

During World War II, Weetabix was 'zoned' to reduce waste and maximise efficiency.



**1950s**

The 1950s saw it being used as an ingredient, as much as a cereal. Mrs Crisp brought the nation a series of culinary tips and recipes to try out in the kitchen and a range of Weetabix Perfect Flour was released.



**1960s**

As Weetabix's reputation grew around the globe, 1967 and 1968 heralded its arrival in Canada and the United States.



**1970s**

In 1971, a Weetabix board member sampled a bowl of traditional Swiss muesli on his ski trip.



**1980s**

Weetabix and Alpen went pole-to-pole fuelling Sir Ranulph Fiennes' Transglobe Expedition in 1981.



# Fuelling Britain for almost 80 years!

**1997**

Weetabix Mini's was launched in 1997 – our small but mighty addition to the growing Weetabix family.



**2000**

Our ever-expanding choice of flavours and favourites got a big boost, with a host of new additions



**2013**

Our Weetabix On The Go breakfast drinks launched in 2013 to bring busy people all the energy, fibre and protein of a typical Weetabix cereal with milk



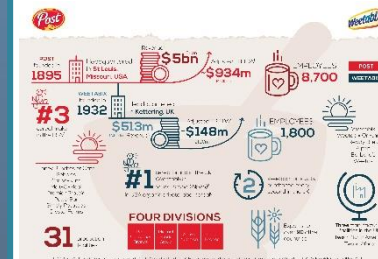
**2014**

WEETABIX LAUNCHES ALPEN BAR RANGE AIMED AT GROWING CHINESE MARKET



**2017**

WEETABIX WELCOMES ACQUISITION BY POST HOLDINGS, INC.  
£1.4 billion deal reflects international strength of Weetabix brand



**2018**

Weetabix has won a Silver Award at this year's IPA Effectiveness Awards for the return of its 'Have you had your Weetabix?' marketing campaign, which helped the brand return to growth and surpass £150m in sales for the first time.





A Royal Warrant of Appointment is a mark of recognition of those who have supplied goods or services to the Households of HM The Queen, HRH The Duke of Edinburgh or HRH The Prince of Wales for at least five years, and who have an ongoing trading arrangement.

The Royal Warrant is the document that appoints the company in its trading capacity, and is granted to a named individual, known as the Grantee. The Warrant gives the Grantee permission, and responsibility, for the display of the relevant Royal Arms in connection with the business.





The Weetabix Food Company is a proud holder of the Queen's Royal Warrant; a prestigious stamp of approval for the quality of our breakfast cereals and bars. The Royal Warrant is granted by the Royal Household and allows the Weetabix Food Company to display the Royal Coat of Arms on our packaging and marketing materials.

In the United Kingdom, such grants are currently made by the three most senior members of the British Royal Family, to companies or tradesmen who supply goods and services to individuals in the Royal Family. The earliest recorded British Royal Charter was granted to the Weavers' Company in 1155 by Henry II of England. Food and drinks suppliers have always been some of the most important warrant holders to the Royal palace.

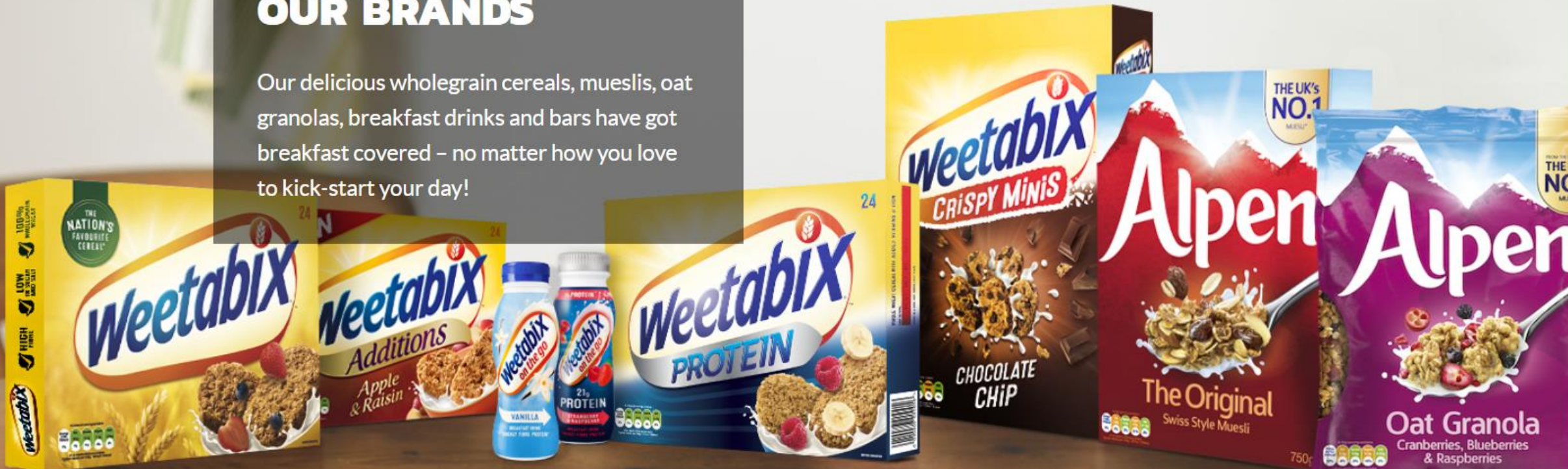
For business, the granting of a Royal Warrant is a huge recognition, because Royal approval may be displayed in public with the coat of Royal Arms of the grantor.





## OUR BRANDS

Our delicious wholegrain cereals, mueslis, oat granolas, breakfast drinks and bars have got breakfast covered – no matter how you love to kick-start your day!

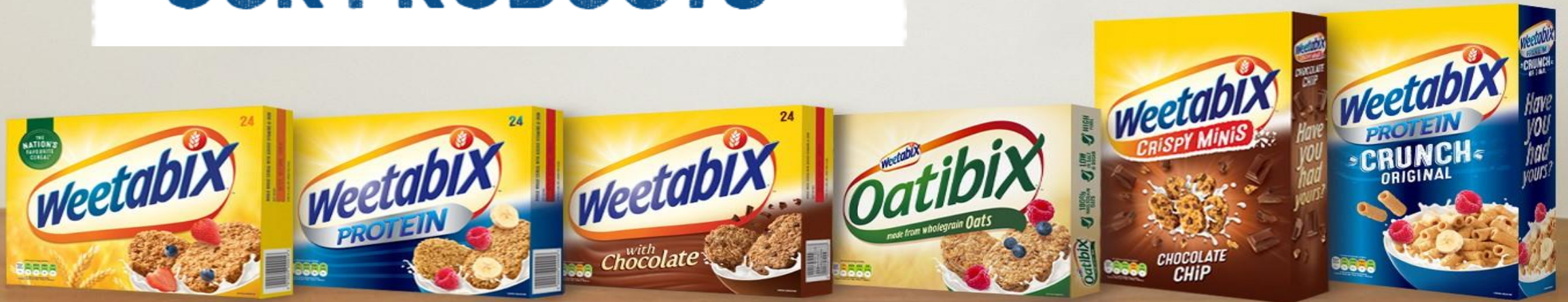


Proudly fueling the Nation since 1932. Weetabix has made high quality cereals in Britain for over 85 years. From the iconic biscuit shape of Weetabix to today's many different flavours, shapes and textures. Start the day with one of our delicious cereals as part of your healthy and balanced diet.





## OUR PRODUCTS



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## OUR STORY

Kick start your day with delicious cereal.

in 1932, Bennison and his business partner decided that the northern hemisphere should be next to experience the wholesome goodness of their much-loved cereal. Brimming with ambition, they took to the shores of the United Kingdom, with their beloved cereal.

80 years later, Weetabix is the UK's favourite breakfast cereal and the mills at Burton Latimer make a phenomenal 70 million Weetabix biscuits every single week, which are shipped out to an amazing 82 countries around the world.

The heart of the Weetabix Company still remains there to this day. And the best part? All of the wheat used to make Weetabix wheat is sourced from within 50 miles of the Burton Latimer factory, which helps to sustain the local farming community. Nothing but the best!



# Alpen®



Born in the stunning Swiss Alps – Alpen has been bringing wholegrain to adventurous breakfasters for over 45 years. Our brilliantly delicious mueslis and oat granolas can help get your day off to a great start, while our bars provide the perfect pick-me-up any time of the day.





# OUR STORY

The wonderful world of Alpen

**Alpen**

Alpen has been bringing natural, wholegrain, positive starts to adventurous breakfasters for over 45 years.

It all began with a chance encounter...

The late 1960's were an exciting time. Mankind landed on the moon. BBC Radio 1 was launched. And Alpen was born! A senior Weetabix executive was enjoying a family skiing holiday in Switzerland when he discovered a weird and wonderful breakfast created for him by his personal chef. He was so smitten by the intriguing cereal and how it kept him going on the slopes that he brought the recipe back to our Burton Latimer HQ. His colleagues were so impressed that work began on the first Alpen recipe. Launched in 1971, it was the UK's first Swiss muesli. Over 45 years on, it remains the nation's No.1 and has inspired a whole range of other products.



# Alpen Brand Evolution



Alpen



# ALPEN MUESLI

Creamy rolled oats. Crunchy wheat flakes. A sprinkling of fruit and nuts. Our wholegrain mueslis bring an authentic taste of Switzerland to breakfast time.



Looking for a bright way to start your day? Try our beautifully traditional original muesli blend of creamy rolled oats, wholegrain wheat flakes, crunchy hazelnuts, nutty almonds and juicy raisins. You'll be ready for anything.



**We believe  
in the power  
of a good  
breakfast.**



We started life as the UK's first ever muesli. By its very nature, muesli is a 'mixture' of ingredients, blended to create something wholesome and nutritious yet incredibly tasty. This remains the inspiration behind all our products. We combine natural, wholesome oats and wheat with delicious fruits, nuts and seeds to bring you tasty breakfasts that will give you a positive start to the day, or top you up when you need a boost.

**Alpen**



## ALPEN BARS - ORIGINAL



Looking for an anytime treat? Our range of convenient and tasty Original Alpen Bars pair creamy rolled oats and crunchy multigrain wheaqlakes with a whole range of different indulgent flavours – from strawberry & yogurt to chocolate.



In today's hectic world, it's important to find ways to enjoy a better balance. Alpen can trace its roots back to the Alps mountain range in Switzerland.

Alpen cereal bars are made with whole grain oats, wheat and an abundance of delicious natural ingredients; juicy strawberries, plain chocolate, green tea extract, grape juice, creamy rolled oats and crunchy wholegrain wheat flakes and so on.

Enjoy an Alpen bar as a snack, to nourish you and bring pleasure to your day!

# Alpen Bars

**Natural and delicious , help you  
enjoy every moment of happiness**

*Alpen*



