



INVENTOR & MAKER OF THE WEEK

Pietro & Michele Ferrero

INVENTORS OF THE FIRST NUTELLA

Pietro Ferrero was born in 1898 in Italy. He owned a bakery in Alba, an Italian town known for the production of hazelnuts.

Rationing after World War II meant that cocoa was very difficult to get hold of. In 1946 Pietro worked around this problem by creating a special paste made from hazelnuts, sugar and just a little bit of the rare cocoa. It was named Giandujot after a local carnival character.

Giandujot was originally a solid block, but in 1951 it was made into a smooth paste that would come in a jar. It was easy to spread and changed its name to SuperCrema.

In 1963 Pietro's son Michele decided to revamp SuperCrema to sell it all over Europe. He renamed it 'Nutella'.

Nutella went on to worldwide success and Michele became the richest man in Italy. A jar of Nutella is sold somewhere in the world every 2.5 seconds.

Today many countries, including Italy, aren't allowed to call it 'chocolate spread' because it doesn't contain enough chocolate!

