



Grupo Bimbo's Day

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Agenda Innovation & Nutrition

1. Innovation in Grupo Bimbo
2. Technological Approach: R&D to 2010
3. Innovation & Nutrition Institutes and Platforms
4. Grupo Bimbo's commitment with the World Health Organization (WHO)
5. Health and Nutrition Strategic Objective





Innovation in Grupo Bimbo

- Innovation is key for development
- Structured innovation process – deep consumer knowledge with multidisciplinary working teams
- Develop products and processes that respond to current trends
- Impact of research on future food products
- Transform scientific progress into practical applications to offer better products to our consumers
- New technologies to improve processes





Innovation Trends

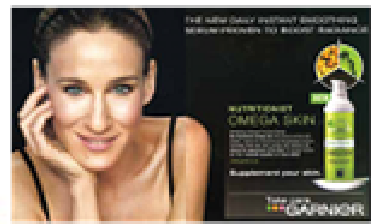
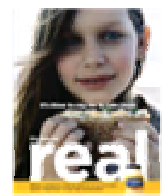
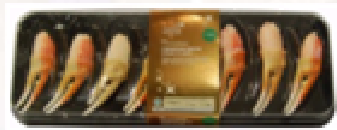
- Mental function as well as heart health
- Free from food
- Ethical positioning – Fairtrade and sustainability
- Ageing consumers – Product & package functionality
- Keeping it simple – Via package and function
- Technology – advances to improve product functionality
- Simplicity rules in packaging, performance positioning, messaging





Innovation Trends

Today, Health & Wellness is about proving and enhancing your life, no matter your age or situation
Stronger link between food and health





Technological Approach

R&D to 2010

1. Set-up Regional Development Centers, as well as an implementation plan
2. Technological platforms: Specializations and network
3. Create an interconnected global structure and technical specialization
4. Product Development Process

Insightment – Innovation – Development

Marketing – NPD – R&D





Technological Approach

R&D to 2010

5. Create an institutions and/or universities portfolio to work on selected platforms. Find funding
6. Develop turnkey technologies for all Organizations
7. Promote patent generation in Grupo Bimbo





Innovation and Nutrition Institutes



- Nutrition as an strategic driver in institutes
- Achieve developments faster and better
- Provide technical exchange
- Specialization and training
- Laboratories and pilot plants
- Four institutes
 - Mexico (Bimbo and Barcel)
 - US (BBU- FW)
 - Brazil (OLA)





Technological Approach Platforms



Consumer Sciences
Consumer understanding:
attributes and technical characteristics (flavor, texture, satiety, etc.)



Health and Wellness

Functional ingredients:
DHA, fitoesterols, additives, etc.
Organic, clean labels



Agrosociences

Better grains yield, resistant Grains with healthier elements in composition

Technological Innovation

New processes and cross technological approach.



Packaging Tec

Nanotechnology applications
Sustainability





Grupo Bimbo's commitment with WHO

WHO – Strategy for Health & Nutrition

Acknowledges efforts to help people improve their diet and health.
Requires actions by all stakeholders, including the private sector

Grupo Bimbo takes this responsibility seriously and has **already taken** concrete steps to:



- Reformulate existing products and develop innovations
- Advertisement to children
- Labeling clear and simple
- Promote greater physical activity, healthier lifestyles
- Alliances with health organizations and institutions





Grupo Bimbo shares the 5 key global commitments to action with the WHO, that will guide our company over the next years





GB commitment with WHO

Commitment 1

Product Composition and availability

- Availability of a range of healthier choices and dietary options
- Reformulate and bring to the market new products which support the goals of improving diets and reducing ingredients such as salt, free sugar, saturated fats, and trans-fatty acids in all countries in which we operate around the world





Commitment 1

Product Composition and Availability

Increase nutritional value
in all our products:
new or actual



Maintain consumer's
preference

Reformulate

New guidelines
Differentiation
Profitable growth





Commitment 1

Product Composition and Availability

- New healthier products, functional
 - New healthy products and functional
 - Whole grains products
 - Fortified products
- Ingredient reduction: fat, sugar, salt – Imperceptible
- Ingredient reduction: fat, sugar, salt – Significant
- Portion control
 - Portion reduction
 - 100 calories products
- Improve “healthiness index” of our products
 - All categories and brands





GB commitment with WHO

Commitment 2

Nutrition information into consumers

- The provision of nutrition information to consumers forms the cornerstone of any policy framework to address poor dietary intakes
- Nutrition information should be clear to the consumers



Commitment 2

Nutrition information to consumers

Familiar por pieza

Panel Frontal

Información Nutricional
Cont. energético: 106 kcal / 211 kcal

Grasas (Lípidos)	4.7g	9.4g	9%
Sodio	92.4 mg	184.8 mg	5%
Hidratos de Carbono	14.3g	28.6g	3%
Proteínas	1.4g	2.8g	3%

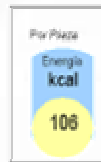


Tabla Nutricional

Información Nutricional
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*Los Porcentajes de Ingesta Diaria Recomendada (% IDR), están basados en las recomendaciones establecidas para la población mexicana, dentro de la NOM-051-SCN-1994.

Standard cheese = 34% fat

Reduced fat cheese = 16% fat



Standard cheese = 34% fat



Reduced fat cheese = 16% fat





GB commitment with WHO

Commitment 3

Marketing and advertisement to children

- The food and beverage industry is making progress in strengthening advertising self-regulatory processes
- This process is designed to ensure codes of conduct are properly monitored, policed and enforced in a manner which reflects the best practice model agreed





GB commitment with WHO

Commitment 4

Promotion of Physical Activity and Healthy Lifestyles

Whenever possible, we will use our marketing communications and/or collaborate with public authorities to help rise consumer awareness on **balanced diets**, as well as to help promote **greater physical activity** and **healthier lifestyles**





Commitment 4 Promotion of Physical Activity and Healthier Lifestyles



- Educational campaigns
- Advertisement campaigns
- Programs in schools
- Alliances with governments and institutes





GB commitment with WHO

Commitment 5

Alliances with health organizations and institutions

The need to work collaboratively with WHO, public health community, public-private partnerships





Strategic Objective Health & Nutrition

- State Health & Nutrition strategy to generate value in GB
- Transform the strategy into actions and results
- Maintain all organizations aligned in accomplishing commitments
- Drive innovation
 - Improve nutritional profile all product portfolios, all brands and generate New guidelines
- Be recognized by consumers, as a company with strong brands and leading role in health and nutrition





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