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Rizzoli



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# The New Nutella World

60 Years of Innovation

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# The New Nutella World



*There is no sincerer love than the love of food.*  
George Bernard Shaw, *Man and Superman*

*To Clara, for a shared love*





# Foreword

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A decade after the first edition of *Nutella World*, which successfully told the history and evolution of the first fifty years of a true *Italian legend*—a cultural symbol that has spanned generations and become part of the daily lives of millions of people—this updated edition, published on the 60th anniversary of Nutella’s invention, reflects the need to hand down a new chapter of an exciting and successful story, by taking the reader on a journey to discover Nutella’s most recent developments. Just ten years ago, Nutella Biscuits was an intriguing and complex idea; today, it has become a reality. Since then, Nutella Croissants, Nutella Muffins, Nutella Ice Cream, and the Plant-Based version of Nutella have all been launched, and warmly welcomed by our *Nutella Lovers*.

These past ten years could be described as a non-stop desire to look beyond, to propel a vision forward by redefining the boundaries of a brand like Nutella—already so iconic. It’s like a generational relay race with itself, always looking toward the future and new trends while preserving its identity and intrinsic value.

The new updated edition of *Nutella World* is an opportunity to reflect on what Ferrero represents today: an international group with a profoundly Italian heritage, facing global challenges

with the same courage and determination as ever. It is a family story—my story—that continues to evolve, always innovating and renewing itself while staying true to its roots.

As we cross the milestone of Nutella's 60th anniversary, we celebrate a global brand driven by an innovative spirit and decades of experience.

We have created a range of new experiences, looking to the future while remaining committed to building on this legacy. We continue to find new ways to bring positivity and a wider range of choices to Nutella fans around the world.

For me, this is the conceptual continuation of a family story that began in the immediate postwar period and has been evolving ever since. The year 1964 marked an unforgettable milestone in this transformation—a story I'd like to share. In the aftermath of World War II, chocolate was extremely expensive and unaffordable for most people, at least in Italy. Our recipe sank its roots in the local community of Alba, where hazelnuts were readily available. But my grandfather was obsessed with the idea of transforming that recipe. He would wake my grandmother up at night to have her taste his creations by the spoonful until he finally developed his own version, which he called Pasta Gianduja. It was essentially Nutella, but a solid version—to be cut with a knife. That later became *Supercrema*. Two decades later, in 1964, my father turned it into Nutella. He wanted to go further, seizing the opportunities that technology and innovation could bring to the process. He pursued the ambition of transforming a successful local product into a global one, something that could be enjoyed around the world. He understood that simplicity, made accessible to all, could one day become something universal—capable of accompanying entire generations. That pioneering vision became our own legacy and our way of seeing the world. Today, technology, quality, and innovation—along with the determination and persistence to