



**Our second Sustainability Pitch comes courtesy of Ferrero - a family-owned business that is one of the world's largest sweet-packaged food companies, with more than 35 much-loved brands such as Kinder, Nutella, Ferrero Rocher, and Tic Tac sold in more than 170 countries.**

In this pitch, Ferrero shares an insight into the four key pillars that drive its sustainability strategy.

These are to: protect the environment, source ingredients sustainably, promote responsible consumption and empower people.

Ferreros Vice President of Public Policy Centre Francesco Tramontin engaged in a vibrant question and answer session with our esteemed Sustainability Guardians.

Please watch the pitch below to find out more, including whether Ferrero has achieved TR Sustainability Hero or TR Sustainability Trailblazer status

You can read about this years Sustainability Guardians, and find out more about how the Sustainability Pitch initiative works, in the Pitch 1 article below.

**READ MORE: The Sustainability Pitch Session 1: Chilly's**

Plus, you can view a handy explainer video by clicking the button below.

## WATCH THE EXPLAINER VIDEO

**Stay close to the dedicated section on our website to view TR Sustainability Week (4-8 September 2023) content, including more of this years Sustainability Pitches.**

**The TRBusiness Sustainability Issue 2023 can be read [here](#).**

**To find out more about TR Sustainability Week, please visit:  
[www.travelretailsustainabilityweek.com](http://www.travelretailsustainabilityweek.com)**

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