

THE MULINO BIANCO STORY



Barilla
The Italian Food Company. Since 1877.

«A good world»

In the seventies, a new brand revolutionized breakfast habits in Italy. To cope with the difficult financial and social scenario, Barilla chose to focus on product diversification and identified **bakery products** as a strategic market. The first packs of cookies for the Mulino Bianco (literally “White Mill”) brand (Galletti, Tarallucci, Mugnai, Campagnole and Pale) appeared in shops in **October 1975** and were an instant success. The new brand name and logo – picked to underline the attention paid to the quality of the ingredients – respond to a new trend towards recovering values linked to nature and tradition which began to establish itself in those years.

The brand’s success is destined to grow dramatically, together with the range of products available. Today Mulino Bianco includes **cookies pastry, minicakes, cakes, soft and dry breads.**

ADVERTISING

Mulino Bianco’s advertising has always tried to stay abreast of narrative codes and symbolic values, to tie in with Italy’s socio-cultural climate.

In **1978** the much-celebrated **Coccio**, a bowl for milk featuring the Mulino drawing, launched a hugely popular history of collecting and merchandising.

In **1983, Sorpresine** (literally “Little Surprises”) appeared inside snack packs, gifts born out of a partnership with Graziella Carbone, a specialist in sales promotion: small playing cards, erasers in the shape of Mulino Bianco’s products, items for school, miniature board games, stickers, etc. destined to become icons of the ’80s and ’90s. In 2010, thirty five years after they first appeared, Mulino Bianco celebrated its Sorpresine by offering them in a digital version. In **1990** another important step was taken: the realization of the Mulino itself, in the hills of Siena, which will become the set for a new campaign dedicated to the **Mulino Family** directed by Giuseppe Tornatore with music by Ennio Morricone.

In **2000** Mulino Bianco celebrated its 25th anniversary with the new advertising campaign “**Fables**” that revamped fairy tales, literary myths and legends in an original and up-to-date version.

In March **2009**, Mulino Bianco launched “**Nel Mulino che Vorrei - In the Mill I Would Like**” (www.nelmulinochevorrei.it), a platform where people can interact with the brand and suggest ideas on the most varied aspects: from new products to new packaging, from recipes to projects of a social and environmental nature.

In **2012**, Mulino opened its doors to the public for the first time with a new cinema-inspired TV campaign focusing on the spirit of the brand: sincere, close to people, committed to creating “a good world” through the goodness and quality of its products and its care for the environment.

In the centre of everything, the brand “know-how” is embodied in a new figure: the Miller, interpreted by the multi-faceted Spanish actor **Antonio Banderas**.

MULINO BIANCO AND THE SUSTAINABILITY

In keeping with the care and attention that it has always devoted to nature, since 2009 Mulino Bianco has chosen to **satisfy 100% of the energy requirements** of its plants using electricity from renewable sources. Thanks to this decision it has been estimated that it is possible to reduce CO₂ equivalent emissions by about 55,000 tons per year. Mulino Bianco’s commitment to the environment has become concrete in several further initiatives:



100% Renewable energy



>95%
recyclability
of packaging



100%
cage-free
eggs



For additional information
www.mulinobianco.it