



The Flavour of Our Heritage

THE MARKET

Since 1932, the bright yellow Weetabix cereal box has graced generations of breakfast tables in the United Kingdom and across the globe. This unique, whole grain, great-tasting wheat biscuit cereal is an all-family breakfast institution in the UK. A key factor for Weetabix establishment in Canada was a high level of British immigration during the 1960s and '70s. As a result, Canadians of British heritage represent the brand's loyal base. As active, healthy families seek a delicious, healthy start to their day, the Weetabix brand, with its many tasty breakfast offerings, continues to gain popularity. The brand is in the right place at the right time, offering an appealing solution to consumers who seek both great taste and great nutritional benefits from their breakfast experience. The Canadian Weetabix manufacturing plant in Cobourg, Ontario, broke ground April 14, 1978, providing all Weetabix branded cereal products to the Canadian and U.S. market as well as creating branded and private-label products for the Canadian, US and UK markets.

ACHIEVEMENTS

Today, Weetabix and the Weetabix family of cereals competes with best-selling cereal brands worldwide. Excellent whole grain nutrition, delicious taste and versatility are hallmarks that make Weetabix the brand of choice for people and families who value foods that fit into a healthy, active, on-the-go lifestyle. Nutrition and obesity scientific studies consistently show

that a healthy breakfast based on whole grains and fibre contributes a bounty of benefits, including improved cognition, increased energy and increasing brain chemistry to achieve a feeling of happiness and satisfaction. Lastly, but by no means least, is the fact that healthy breakfast eaters are less likely to be overweight. The whole grain nutrition of the Weetabix family of cereal brands means that



today's active families are just as likely to eat their Weetabix cereals at the dinner table as at breakfast!

Weetabix has always been a strong supporter of its local, national and international communities and, in particular, uses its market presence to draw attention to health, nutrition and active lifestyle initiatives. In North America, Weetabix has focused

strongly on working with both corporate and non-profit partners that address the issues of children, hunger and the environment. Weetabix Canada is a supporter of nationwide and local health and wellness initiatives, including support of the Northumberland Hills Hospital Foundation, United Way, local Rotary International events and grassroots kids and youth soccer throughout Ontario. Weetabix Canada has also partnered with the University of Toronto with a ten-year grant to support research and development in cereal processing. Most recently, Weetabix Canada has forged a strong partnership with the Canadian Women's Foundation's Girls' Fund, which seeks to improve and educate Canadian girls with life skills to help them become future community leaders.

In the sports arena, Weetabix UK was famous as title sponsor of the Women's British Open, and in Canada, Weetabix has proudly sponsored various grassroots hockey teams and has been affiliated with Toronto Maple Leafs professionals Darryl Sittler and Norm Ullman, who have both been Weetabix spokesmen, citing the great taste and nutritional value that Weetabix offers any athlete — amateur or professional.

HISTORY

Originally an Australian innovation, it was two partners who brought the pressed wheat biscuit to England in 1932 and established Weetabix Ltd. Set in the heart of rural Northamptonshire, Burton Latimer, Weetabix Ltd.'s global headquarters and one manufacturing facility still operate on the company's original site. From these simple beginnings, Weetabix Ltd. has established a global presence. Weetabix proudly manufactures



a bountiful set of ready-to-eat cereals worldwide, now including instant hot breakfast cereals.

Touted as the “cradle to grave” cereal in the UK, Original Weetabix’ brand connection and market longevity makes it one of the only brands that retain its relationship with and relevance to its consumers throughout all stages of life. In milk, Original Weetabix is often served as one of baby’s first foods. In general, the whole grain goodness and delightful toasty flavor makes Original Weetabix a favourite served hot or cold, toasted and topped, and even blended into breakfast and meal replacement shakes.

THE PRODUCT

The Weetabix family of cereal brands are some of the most versatile and enduring cereals on the global market. In Canada, a wide variety of whole grain cereals offer something for every consumer’s tastes: soft, tasty wheat or crispy, crunchy flakes; fruit-and-nut packed muesli or a dynamic medley of bran strands, flakes and granola. Weetabix cereals have whole grain health credentials that make them a great foundation to add on extras to, including yogurt, fruit, or hot or cold milk for an always delicious breakfast or meal, anytime.

Since the first Original Weetabix came off the product line in Cobourg in April 1979, the Weetabix family of cereals has grown to include many other formats and flavours that appeal to every member of today’s on-the-go families.

In Canada, due to the dedication and creativity of the Cobourg food science team, the Weetabix family includes Weetabix Crunchy Flakes, Alpen Swiss-style muesli cereals and High Fibre Crisp and Crunch cereals, which were some of the first multiple grain “medley” cereals to reach grocery store shelves. Weetabix Canada remains committed to the quality, taste and healthy benefits for which the Weetabix family of

cereals has come to be recognized. Weetabix Canada proudly offers the highest standards of manufacturing and ingredients along with extensive retail distribution, making it easy for consumers to connect their families to the Weetabix brand family.

RECENT DEVELOPMENTS

While Weetabix remains a heritage brand, updates and expansions have been implemented to ensure its continuing appeal to today’s changing market. In 2002, Weetabix moved into the blossoming organic marketplace with the Cobourg creation of Original Organic Weetabix and production for the

North American market. The Cobourg facility has seen five expansions since it was built in 1978, and the facility’s staff has grown from a core group of 32 to today’s corps of more than 250 personnel. The expanding facility has grown three-fold, and to meet its consumer needs, Weetabix Cobourg has partnered with the Town of Cobourg in a unique business-to-business partnership.

The Weetabix brand look has changed subtly over the years. Weetabix’ bright yellow and dark blue colours have remained constant to ensure instant brand recognition. In Canada, packaging for the various Weetabix brands has been unified to create an overall “Weetabix family” look and feel. The new Weetabix generation of products now includes all Canadian Weetabix, Alpen and High Fibre Crisp & Crunch products.

PROMOTION

Weetabix UK produced its first television commercial in 1959, and promotion of the Weetabix brand has continued ever since. Weetabix was introduced to the Canadian marketplace at the Canadian Nation Exhibition in 1967 with enthusiastic sampling in the Food Building.

Since the 1990s, Weetabix Canada’s innovative, award-winning advertising has leveraged its Weetabix UK heritage and positioned the brand as healthy, great tasting whole grain cereals just as good for today’s families as when it was first made generations ago.

Canadian advertising has included sport team sponsorships and has featured commercials featuring popular professional athletes such as Darryl Sittler.

As with many packaged goods, on-package promotion has proved to be the most successful. In its promotional history, Weetabix has given away everything from china tea sets to home décor magazine subscriptions in an effort to appeal to Canadian consumers.

In both Canada and the UK, Weetabix is consistently involved on packages and in ads with many famous and leading business merchandisers including various Disney brands, Lego®, Star Wars® and Dr. Who. In

2008, Weetabix Canada launched its first promotional micro-website to support a “Wake Up to Weetabix” consumer campaign.

BRAND VALUES

Perceptions of Weetabix globally are very positive thanks to a history of famous and effective communications that reinforce the benefits of whole grain, fibre and pure and simple ingredients. Over the years, the communication goals

have been to keep these benefits top of mind for consumers.

UK consumer surveys show that the goals have been met. Weetabix’ functional benefits — whole grains, fibre — were well known to consumers, and levels of trust in the brand were consistently in the 60s percentiles.¹

Firmly entrenched at its core, the Weetabix brand has come to represent consistent high quality and excellent nutrition. From its very beginnings as the Original Weetabix to its current expanse of formats and flavours, Weetabix remains a brand strongly tied to its UK heritage as well as its successful forays into new markets worldwide.



Nothing expresses that commitment more than the support for local communities and concerns that remain a focus for Weetabix, particularly with regard to the issues of health and nutrition.

¹ Millward Brown, October 2005

THINGS YOU DIDN'T KNOW ABOUT WEETABIX

- The first Canadian Weetabix biscuit came off the Cobourg, Ontario, production line in April 1979.
- During the Second World War, Weetabix was deemed an excellent alternative to meat.
- The Cobourg, Ontario, plant manufactures an average of 44 dozen Weetabix biscuits per minute.
- Weetabix was honored to be chosen as the cereal of choice for England’s Queen Mother.
- Weetabix was the cereal brand of choice for two former Toronto Maple Leaf hockey stars, Daryl Sittler and Norm Ullman, who served as brand spokesmen.
- In 2008 the first Canadian promotional micro-website will be launched for Weetabix to support its “Wake Up to Weetabix” campaign.
- The Cobourg, Ontario, plant creates all Weetabix brand products for US and Canadian markets as well as products for Weetabix UK.

