

Nutella maker Ferrero spreads into biscuits

PARIS - Nutella maker Ferrero said on Monday it had bought Belgium's Delacre for an undisclosed sum as it seeks to spread from chocolates to biscuits.



The Delichoc production line at Delacre's factory in Neppe, France ([AFP Photo/Denis Charlet](#))

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The Italian confectioner is also well known for its round, gold foil-wrapped, chocolate balls, especially popular in the end of year festive season, and Kinder chocolates.

In buying Delacre from United Biscuits, Ferrero gets access to a cookie jar that includes thin, tubular Russian Cigarettes, crunchy Delichoc and buttery Sprits biscuits.

United Biscuits has been owned by Turkish giant Yildiz since the end of 2014.

Delacre said in a statement that the transaction would entail Ferrero taking over all production units and safeguarding jobs.

Source: AFP

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