



Go back-to-school like a champion with Nesquik. Get inspired by great talents: go out, play and dream big!

Milan, July 24 2017 – **Recreation is very important and Nesquik knows it.** In fact, it has been supporting kids' happy and healthy growth since 1971 (in Italy).

The story that ties children, teenagers and adults to Nesquik is very long, but it all begins when milk and cocoa powder mix together. The white changes color, the irresistible taste lets your imagination and creativity run wild, the mind starts to envision new worlds, and everything seems magically possible.

Therefore, **Nesquik becomes the enabler, though recreation, of the great ideas** that we all struggle to express. We just have to get inspired, run outside and **make the world what we want it to be.** Though our imagination, buildings, streets, trees, clouds, everything that surrounds us can become a safari to discover, or the most thrilling amusement park.

Nesquik helps children stimulate their minds and to always be ready to run and explore the paths to which their creativity leads them.

Outdoor activities are essential components for children's proper development and healthy growth, but often their importance and efficacy are underestimated.

Nesquik, proving again of being a great ally to moms and children, to further encourage exercise and outdoor activities, **has partnered with FC Barcelona, one of the most important soccer teams** with more than 300 million fans around the world!

What inspired this idea? FC Barcelona, just like Nesquik, supports children's talents and, from an early age, instills in them the precious values of sports.

This partnership of values and objectives will make going back-to-school more exciting, filled with surprises.

From August 28 to December 17 2017, there will be the opportunity to **live new and extraordinary adventures by buying** a box of **500gr, 600gr* or 1Kg** of Nesquik and entering a contest.** In addition to the regular Nesquik product, there will be **a pack of 7 out of 22 collectable cards, created in collaboration with Panini.** On the front of each card there will be one of the FC Barcelona soccer players, while on the back there will be a game to play, specifically created for you to have fun with

friends and family. If you want to share your fantastic and creative ideas with us, [just take a video or a picture of you having fun with Nesquik and upload it on www.nesquik.it](#). Don't forget to cross your fingers because every week there will be the chance to [win a soccer ball signed by Nesquik/FC Barcelona](#). The good news isn't over yet: a jury will select the overall best upload and [the winner, with 3 other people of his/her choice, will fly to Barcelona to experience the thrill of a soccer match at Camp Nou](#).

What are you waiting for? Start playing now, a whole world of surprises awaits!

*600gr Softpack excluded

**1kg purchased only from Esselunga and Bennet (softpack excluded) while stock lasts

**the stay includes flight and accommodation for 4 people for 2 days



NESQUIK Opti-Start is perfect for the little ones who want to start their day with enthusiasm, and even for adults who don't want to forget what being a kid tastes like.

NESQUIK 250G	1,92 €
NESQUIK 300G	2,34 €
NESQUIK 500G	3,10 €
NESQUIK 600G	3,20 €
NESQUIK 1KG	4,47 €
NESQUIK 1,2KG	5,20 €

What are we playing toady?

Feed your mind and start playing on www.nesquik.it

Social channels: [Facebook](#) e [YouTube](#)

Gruppo Nestlé

Il Gruppo Nestlé è l'azienda alimentare leader nel mondo, attiva dal 1866 per la produzione e distribuzione di prodotti per la Nutrizione, la Salute e il Benessere delle persone. Con 442 stabilimenti e circa 335.000 collaboratori distribuiti in oltre 197 Paesi il Gruppo, che quest'anno celebra i suoi 150 anni di storia, si è evoluto insieme ai suoi consumatori, sviluppando soluzioni al passo con il cambiamento dei bisogni e dello stile di vita della società. L'innovazione e la ricerca scientifica applicata alla nutrizione rappresentano il tratto distintivo dell'operato del Gruppo sin dai suoi esordi e su queste stesse basi l'azienda sta lavorando oggi e per il prossimo futuro.

Il Gruppo Nestlé è presente in Italia dal 1875, quando è stata depositata a Milano l'etichetta "Farina Lattea Nestlé, alimento completo per i bambini lattanti". Nestlé Italiana, Sanpellegrino, Purina, Nespresso, Nestlé Nutrition e Nestlé Health Science, Nestlé Professional e CPW sono oggi le principali realtà che operano nel nostro Paese: assieme impiegano quasi 5.000 dipendenti in 12 stabilimenti (oltre alla sede centrale di Assago), raggiungendo nel 2015 un fatturato totale di circa 2,3 miliardi di euro. L'azienda opera in Italia con un portafoglio di numerosi marchi, tra i più noti ricordiamo: Perugina, Baci Perugina, Nero Perugina, KitKat, Smarties, Galak, Lion, Polo, Buitoni, Nidina, Nescafé,

Nescafé Dolce Gusto, Orzoro, Nesquik, Fitness, Meritene, Resource Nestlé Mio, Lc1 Protection, Fruttolo, Sveltesse, S.Pellegrino, Acqua Vera, Acqua Panna, Levissima, Purina Pro Plan, Purina ONE, Gourmet, Friskies, Purina Veterinary Diets, Felix.

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