

breakfast

# belVita

Created a new category

# BREAKFAST BISCUITS



LAUNCHED IN 1998 AS  
**LU Petit Déjeuner**   
 in France

**20+**  
 Varieties




**50+**  
 Countries

**~600** MILLION   
 In Net Revenues (2018)

## belVita Breakfast Biscuits

are rich in slowly digestible starch. We use a combination of whole grains that are baked with a specially designed process which allows for the slow release of carbohydrates over four hours. When eaten as part of a balanced breakfast, belVita provides fuel to get you through the morning

**9 BILLION**   
 belVita biscuits  
 made each year

**HUNGRY FOR MORE?** **Media:**  
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THE RIGHT SNACK • FOR THE RIGHT MOMENT • MADE THE RIGHT WAY

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 International  
 SNACKING MADE RIGHT