

our value chain

WE HAVE INFLUENCE HERE

WE HAVE CONTROL HERE

WE HAVE INFLUENCE HERE



All kinds of raw materials go into our brands.

We have around 40,000 direct suppliers.

We employ over 38,000 people...

...who work together to create brands people love.

We build mutually beneficial relationships with our many business partners.

We serve all kinds of customers – from supermarket chains to small stores.

Millions of people around the world enjoy our brands.