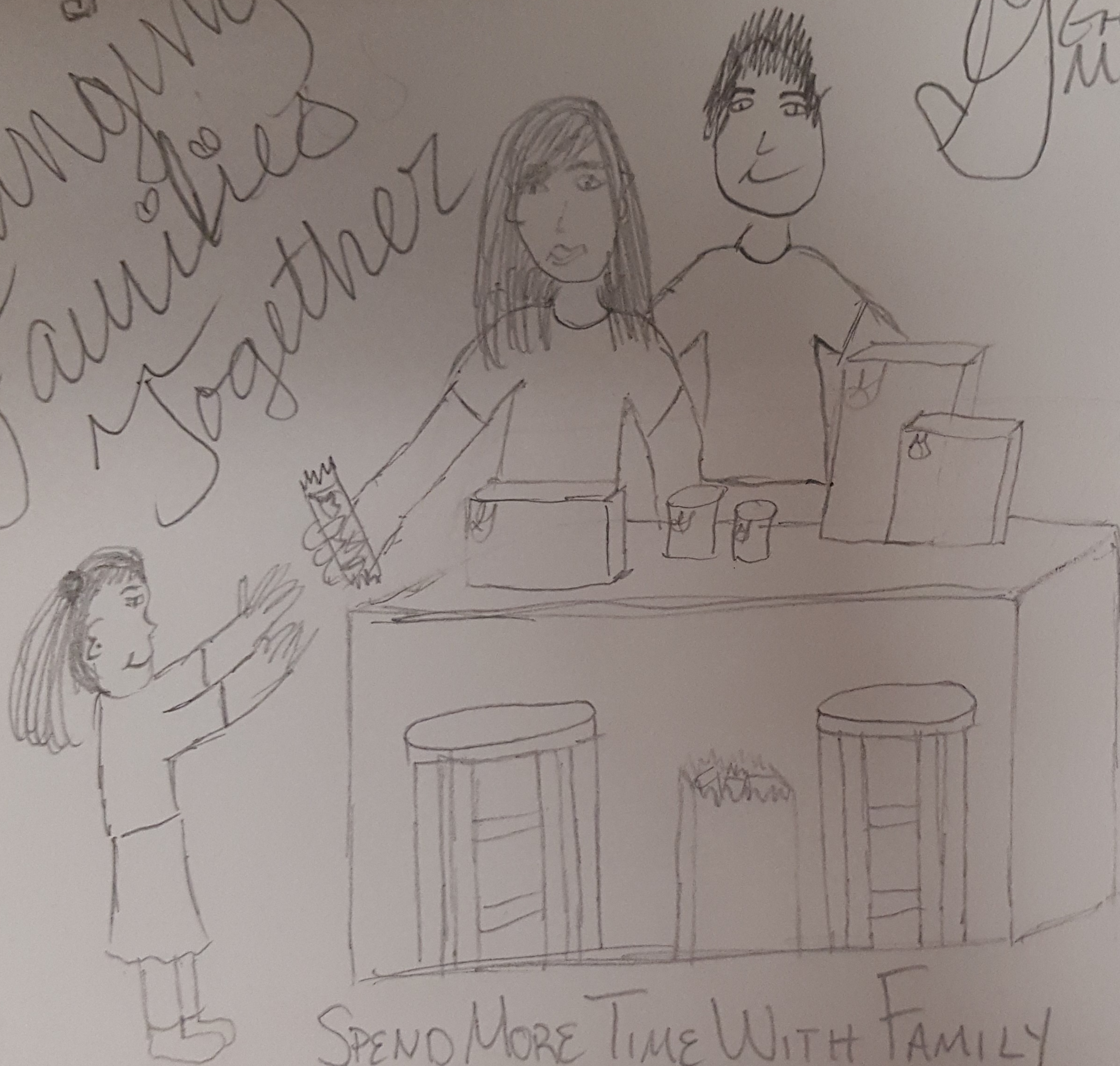


Concept 1-Bringing Families Together

Bringing
Families
Together

General
Mills

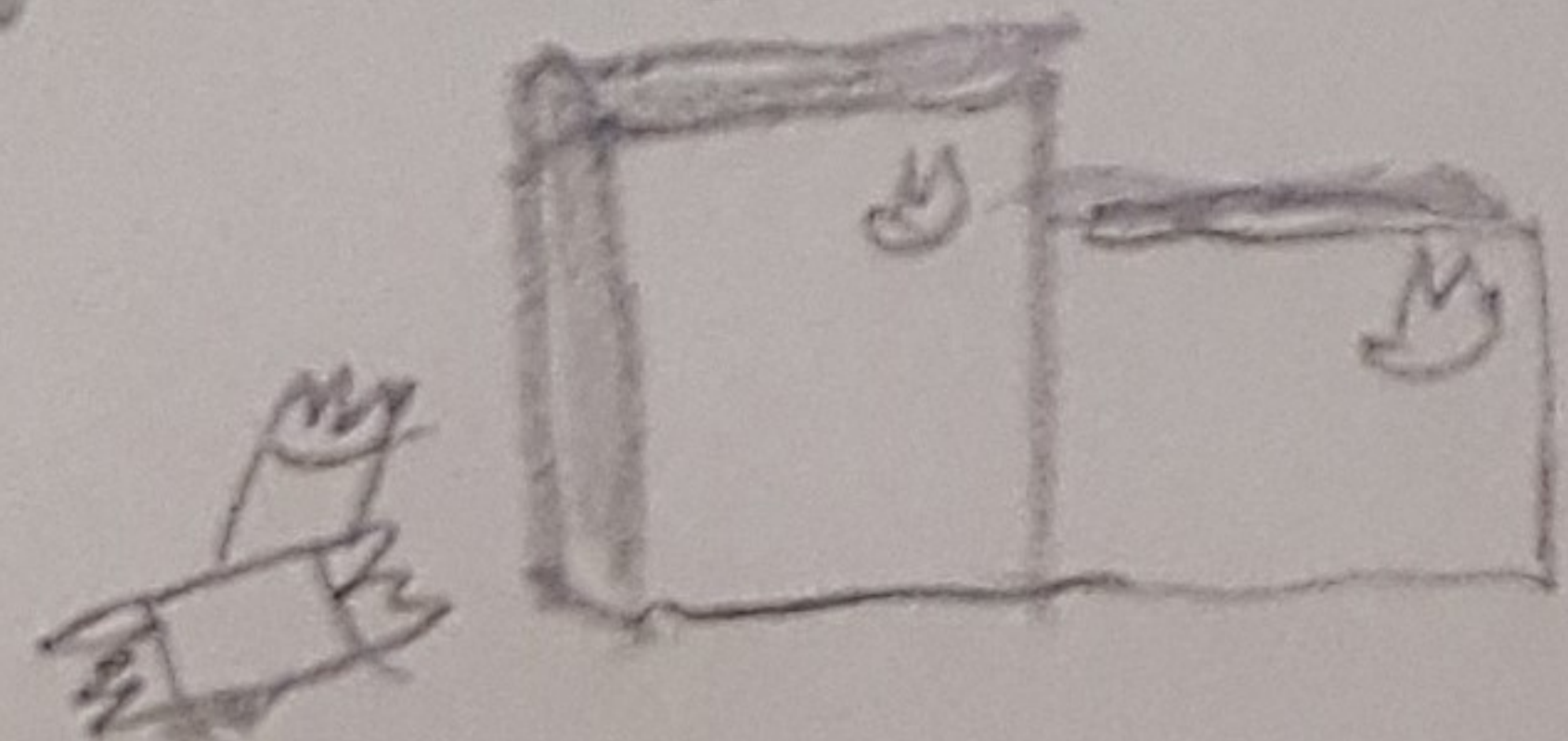


SPEND MORE TIME WITH FAMILY

Concept 2 - Creating Goodness



General Mills

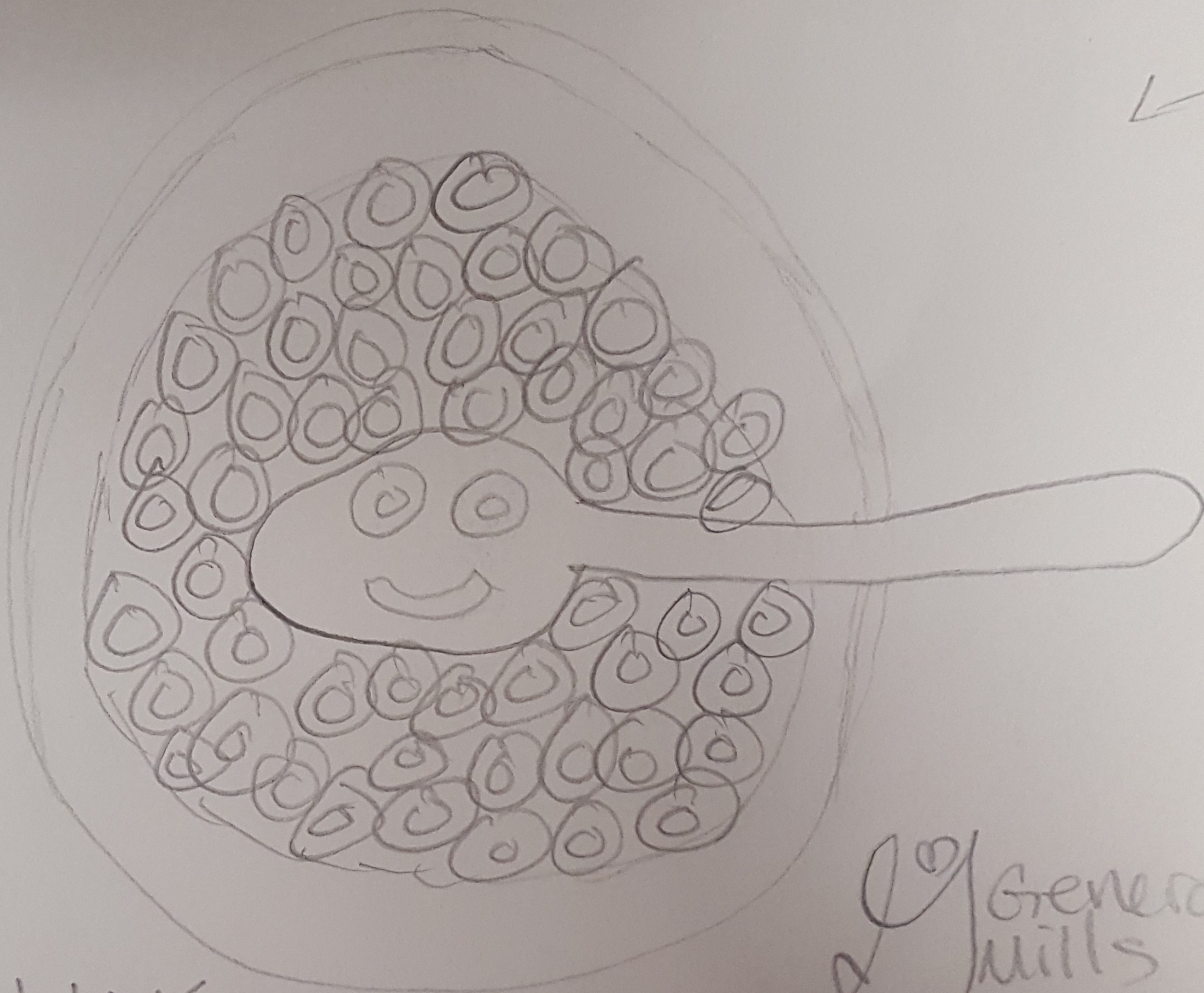


CREATING
GOODNESS

One Product At A Time

Concept 3-Enjoy the Good Stuff

Enjoy
The Good
Stuff



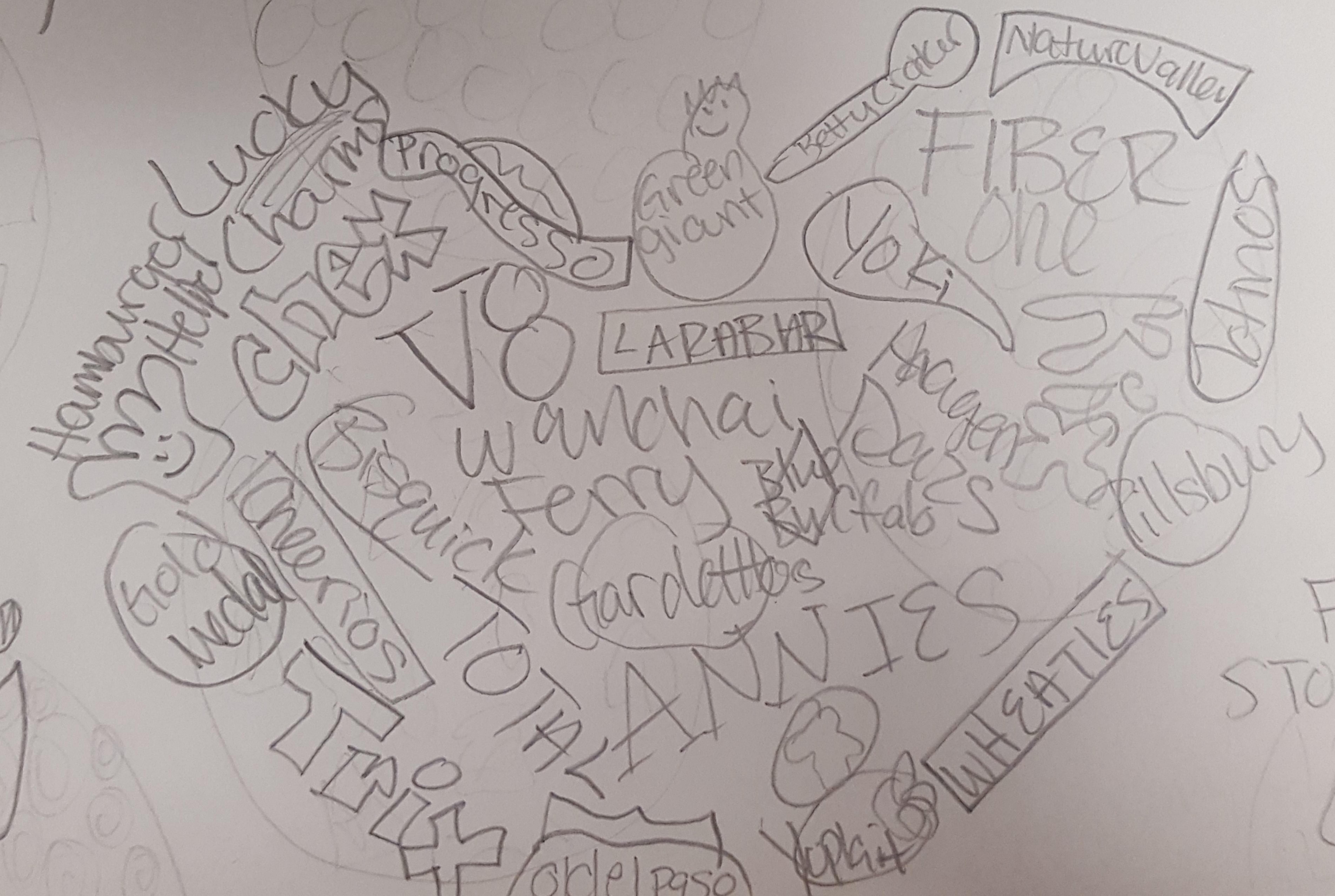
table

ENJOY SMILING

General
Mills

concept 4 - Food is love

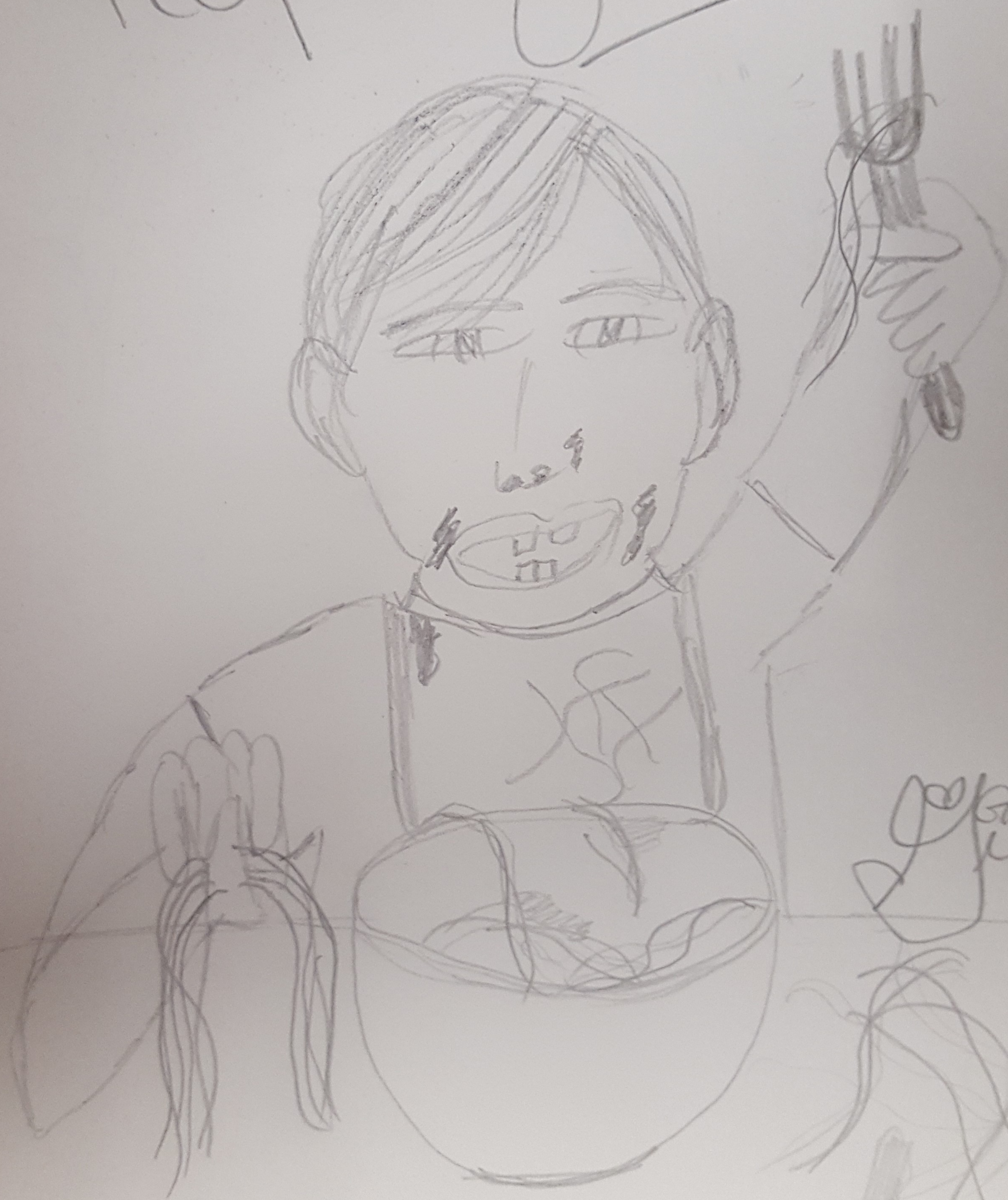
FOOD IS LOVE



FILL YOUR STOMACH WITH LOVE

Making Food People Love

concept to making food people love



General
Hills

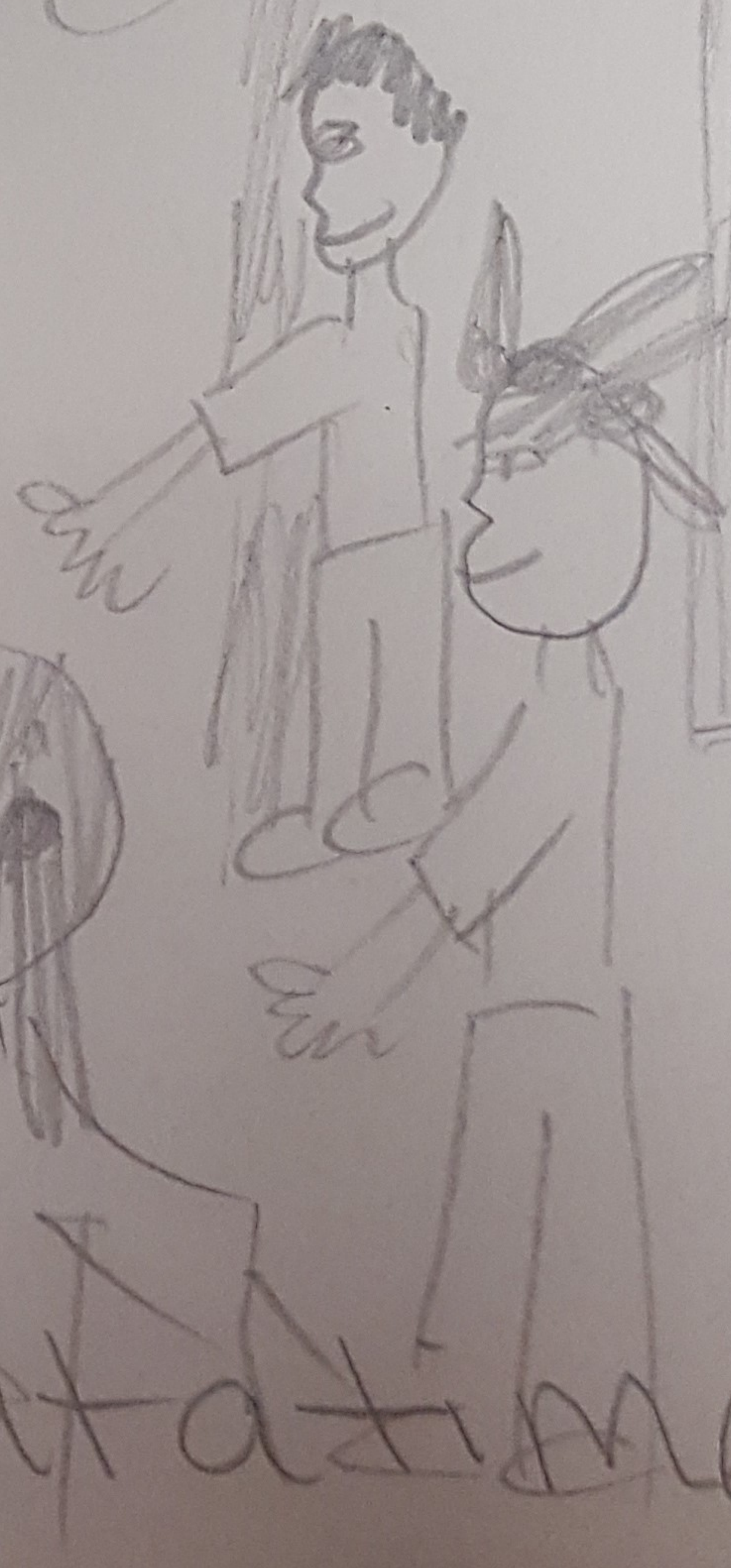
People who love to eat are always
the best people.

- Julia Childs

concept 5 - Nourishing lives

General Mills

Nourishing
lives...



one stomach at a time.