



Alignment Model

Purpose

Delight people every day with food they love

Vision

By 2020 we have created a world where consumers and customers can't live without our branded food and expertise

Values

Ambition

Accountability

Collaboration

Behaviours

- Disciplined thought and action
- I do what I say
- Trusts people
- Provides open and honest feedback
- Leads, coaches and develops

- Listens carefully, evaluates options
- Champions consumers and customers
- Keeps it simple and relevant
- Does the right thing for the long term
- Learns, adapts and grows

Capabilities

- Insight led innovation
- Brand building
- Customer and category leadership

- Outstanding food technology
 - Supply chain excellence
 - Authentic and inspiring leadership
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