Mellin, a leading Italian baby food company in the complementary foods category was sold to Royal Numico in 2005 for €400 million. The acquisition of Mellin which at that time had 21% of the market gave Numico the number two position in the Italian baby food sector. With its large grocery channel, Mellin gave Numico a good base to drive growth in a fragmented market. Mellin became a member of Groupe Danone when Numico was taken over by the former.

The violations shown in this section are from Italy. They not only violate the minimum standard of the International Code but some provisions of the 2008 Regolamento concernente l’attuazione della direttiva 2006/141/CE per la parte riguardante gli alimenti per lattanti e gli alimenti di proseguimento destinati alla Comunità e gli alimenti per lattanti e gli alimenti di proseguimento destinati all’esportazione presso Paesi terzi which is stronger than the EU Directive.

Mellin Code violations

**Brands**
- Mellin Latte 1
- Mellin Latte 2
- Mellin Latte di Crescita
- Mellin Linea Baby Colazione
- Mellin Omogeneizzati di frutta

**Logos**

**LOOK AT THIS !**

An event under the theme “Naturale o formulato” (Natural or formulated) was organised by a public relations company for journalists. It was held at a splendid villa near Verona and paid for by Mellin. It attracted journalists with a discussion about the dilemma of breastfeeding versus formula when “breastmilk is insufficient.” The organisers lined up ‘experts’ to brief journalists so that they would convey ‘right messages’ about the company’s formula to parents. Although the Mellin name was not mentioned, organisers confirmed that the event was paid for by Mellin. The other giveaway was the fact that a statement on the publicity material mirrors a slogan in a flyer about the ‘infant nutrition month’ in 2009.

The link to Mellin?

**THE LINK TO MELLIN?**

The statement in the centre picture – “La salute del futuro adulto dipende anche da quello che si mangia da piccoli (the future health of a child depends also on what he is eating now)” is similar to the slogan “La sua salute da grande dipende anche da quello che mangia da piccolo” – “the health of an adult depends on what he eats as a child” used by Mellin to promote its 2009 Nutrition Month (see right).