



GENERAL MILLS UK

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Nature Valley and ATP World Tour team up for London season finale

***Leading snack bar brand continues to build on association with
British tennis***

Leading global snack bar¹ brand Nature Valley and the ATP have today announced a new partnership with the Barclays ATP World Tour Finals, which will take place at The O2 in London from 13-20 November 2016.

Nature Valley, which produces a wide range of 'better for you' cereal bar snacks made with great-tasting ingredients, will become a Gold Partner at this elite global event where the best eight qualified tennis players in the world battle it out on court. The partnership will provide on-court brand visibility with both a sport and leisure-focused UK audience as well as worldwide viewers.

In addition, Nature Valley ambassadors will be sampling over 100,000 full bars of the new gluten-free Protein range at the Official Fan Zone on-site. This will give spectators a full brand-to-hand experience with a delicious tasting snack during the course of the event along with a chance to win prizes like a month's supply of protein bars at the brand activation hub.

Arjoon Bose, Marketing Lead for Snacking at brand owner General Mills, commented: "Following the successful debut of our British Tennis partnership this year during the summer grass court season, we at Nature Valley are excited to build upon this sporting collaboration to now become the Official Snack Bar of the ATP World Tour season finale in London.

¹ EuroMonitor Global Snack Bar Report 2015

“Not only does this partnership enable us to now reach a wider audience and hopefully inspire new consumers and tennis fans to discover our products, it also marks our continued commitment to a sport that shares our passion for advocating a healthy active lifestyle. With Nature Valley Protein, we see this association becoming even stronger.”

Chris Kermode, ATP Executive Chairman and President, said: “We’re delighted to welcome Nature Valley on board as a Gold Partner of the Barclays ATP World Tour Finals. With more than 100 million global television viewers, and a footfall of approximately 400,000 people passing through The O2 across the eight days of the tournament, the Barclays ATP World Tour Finals offers a truly global platform and a wealth of marketing opportunities for our partners. We look forward to a successful partnership with Nature Valley.”

The Barclays ATP World Tour Finals has attracted more than 1.8 million fans to The O2 arena since the tournament moved to London in 2009. The tournament features the world’s best eight qualified singles players and doubles teams battling to win the biggest indoor tennis tournament in the world.

Earlier this year, General Mills announced a deal with the LTA for two of its brands, Nature Valley and luxury ice cream brand Häagen-Dazs, to become official partners. Both brands will use on-pack and in-store promotions along with social media engagement and have on-site presence at the series of British grass court tournaments over 2016 and 2017.

General Mills UK is a trading name of General Mills UK Limited

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