



General Mills

Public Relations Team



Meet the Team



Dana



PJ



Johnny



Nathan



Emily



Jamie



Today's Agenda

Company Narrative



- caring for people and the community
- healthy people and planet

External Narrative



- prices rising
- ingredient inconsistency

Summary



Customer and employee trust in General Mills

General Mills: Food Powerhouse

Search



- 35,000 employees
- 100 brands
- Variety of food products
 - people and pets



Company Message

“Our mission at General Mills is Nourishing Lives – making lives healthier, easier and richer”

nourishinglives®

Our mission is Nourishing Lives.
Making lives healthier, easier and richer every day.

Our values Everything we do reflects our strong core values and we live these values every day.

We do the **right thing**, all the time

We build our **great brands**

We strive for consistently superior **performance**

We **innovate** in every aspect of our business

We respect, develop and invest in our **people**



GENERAL MILLS

We serve the
WORLD by
making
& FOOD
people LOVE



✕ □ -

Customers

- “Our purpose of serving the world by making food people love guides our Consumer First strategy.” -Ken Powell

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Employees

- Diverse and inclusive culture
- Workplace health and safety
- Global inclusion

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General Mills' Adaptation to Quality

Search



Fewer Ingredients

Less Sodium

Quality Ingredients



LÄRABAR™



PROGRESSO™



Häagen-Dazs™



Driving our strong beliefs to
make a positive impact



Making Food People Love




Caring for the World



Putting People First

 Making Food People Love

 Caring for the World

 Putting People First



Our Natural and Organic brands

Annie's

BLUE

CASCADIAN FARM ORGANIC

EPIC

FOOD SHOULD TASTE GOOD

IMMACULATE

LARABAR

LIBERTÉ


MOUNTAIN HIGH

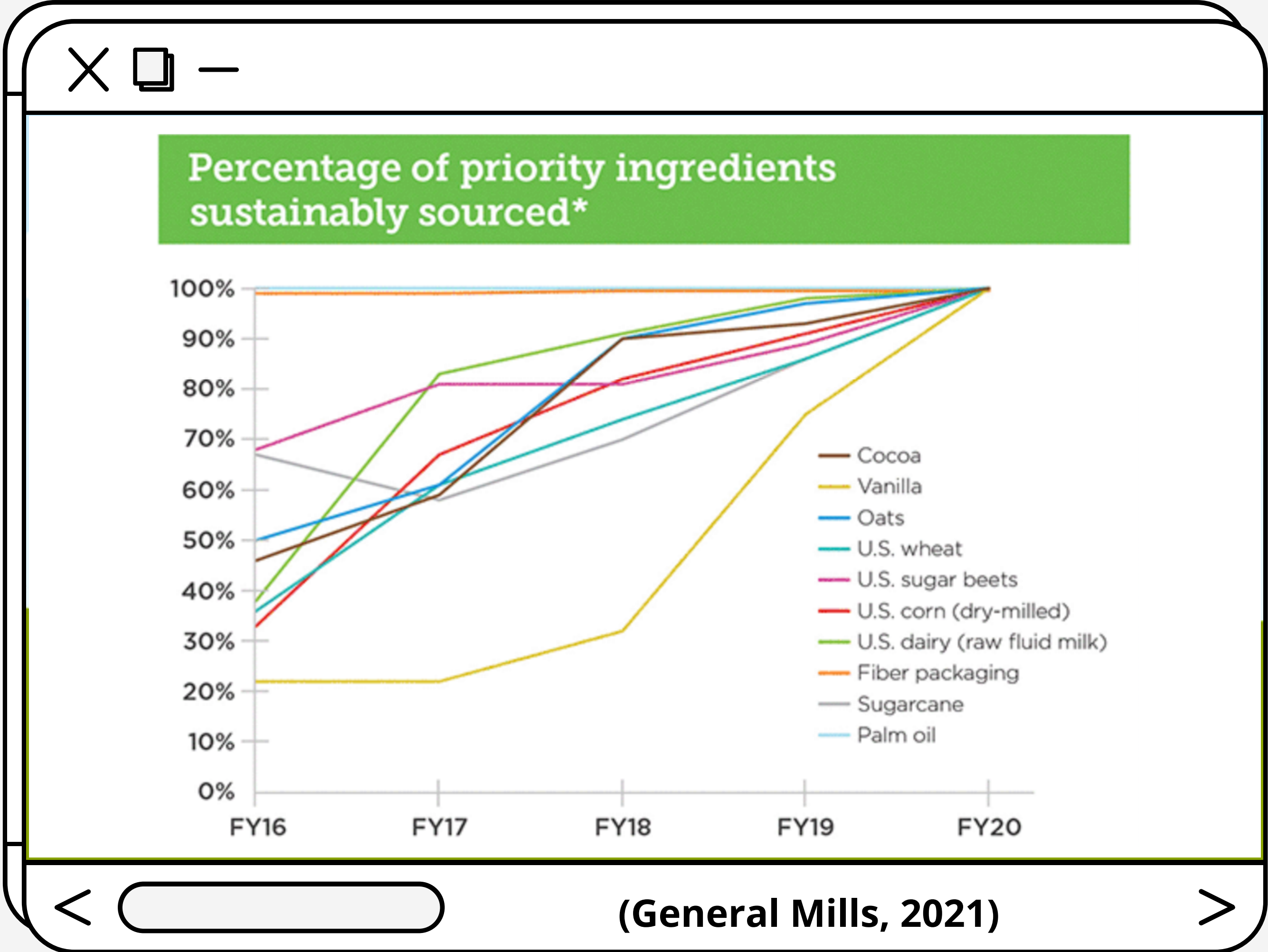
MUIR GLEN ORGANIC

(General Mills, 2021)

 Making Food People Love

 Caring for the World

 Putting People First



 Making Food People Love

 Caring for the World

 Putting People First

Browser window interface showing various organizational logos:

- Asian Leader Network
- Betty's Family GLBT Employee Network
- Women's Leadership Network
- Black Champions Network
- DISABILITY NETWORK
- The Familia Network
- GENERAL MILLS Veterans Network

(General Mills, 2021)



Honey Nut Controversios



Increasing price,
decreasing trust



Silence speaks volumes over
Cinnamon Shrimp Crunch



Employees offer mixed
reviews



Increasing price,
decreasing trust



Silence speaks volumes over
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Employees offer mixed reviews



NEWSLETTER

Beware Of 'Shrinkflation,' Inflation's Devious Cousin

July 6, 2021 · 6:30 AM ET

Breakfast Cereal Is About to Get More Expensive

General Mills is raising its prices in mid-January, according to a new report.

By **Mike Pomranz** | November 24, 2021



(NPR,2021), (FoodandWine,2021)





Increasing price,
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Silence speaks volumes over
Cinnamon Shrimp Crunch



Employees offer mixed reviews



Sharon @sassysdreams · Jan 8



Replying to @BetteMidler

The box of [#GeneralMills](#) Total I purchased yesterday at my local Martin's grocery store was \$5.19. It was \$3.69 in December. And the box has shrunk... again. Total rip off!! [#Cereal](#) [#CorporateGreed](#) @POTUS @WhiteHouse



Harry Grimes @harrygr68605786 · Dec 22, 2021



Replying to @jerodast @GrimKim and @GrownRoom

What's funny is our "store brand" made by [#kelloggs](#) & [#generalmills](#) is, no lie, half the price. It's literally the same crap in a different box...can't keep it in stock. My gripe was the sheer greed, 80 cents -\$1 increase on a box of cereal? (Both kelloggs & general mills)



Fuck You I Quit

@fuckyouiquit



General Mills is raising prices at the same time as reaping massive profits. They are justifying it as due to inflation. This is what's called artificial inflation. Disgusting.



(Twitter, 2022)





Increasing price, decreasing trust



Silence speaks volumes over Cinnamon Shrimp Crunch



Employees offer mixed reviews



Cinnamon Toast Crunch @CTCSquares

If a Cinnamon Toast Crunch flavor could be your Zodiac sign, which one would you be? I'm a Dulce de Leche Toast Crunch. 🥰

8:05 AM · Jan 12, 2022 · Twitter Web App



jacob hensley @gingerslic Replying to @CTCSquares Shrimp



Cinnamon Toast Crunch @CTCSquares

I spy with my little eye...a Cinnamoji in my bowl! That's right - the Cinnamojis have taken over and you can find your faves in our limited edition Cinnamoji Toast Crunch. On shelves soon. 😊



Josh Schertzer @joshschertzer · Jan 19 Replying to @CTCSquares Do the shrimp get faces too!!!!???



(Twitter, 2022)



✕ 📄 — Employees offer mixed reviews

General Mills insights **4.0** **An Overall Good Place To Work**
Based on 575 survey responses **★★★★☆** *Production Technician (Current Employee) - Carlisle, IA - November 21, 2021*

What people like
✓ Ability to meet personal goals ✓ Clear sense of purpose ✓ Fair pay for job **3.0** ★★★★★
Former Employee
Ran like a military camp
Jan 27, 2022 - Anonymous Employee

Areas for improvement
— Overall satisfaction — Trust in colleagues — Sense of belonging

3.0 ★★★★★
The pay is alright but the benefits and work life balance is not worth the amount of poor and negative people you have to deal with.
Production Worker (Former Employee) - Joplin, MO - January 29, 2022

3.0 **General Mills Warehouse Associate Review - Decent pay,**
Current Employee) - Hannibal, MO - January 20, 2022

1.0 **Horrible place to work**
Line Technician (Former Employee) - Cedar Rapids, IA - November 30, 2021

3.0 **Great Culture... but a lot is changing!**
Food Safety and Quality Manager (Current Employee) - Minneapolis, MN - November 28, 2021

3.6 ★ Work-Life Balance 3.8 ★ Pay & Benefits 3.3 ★ Job Security & Advancement 3.4 ★ Management 3.7 ★ Culture

Increasing price, decreasing trust

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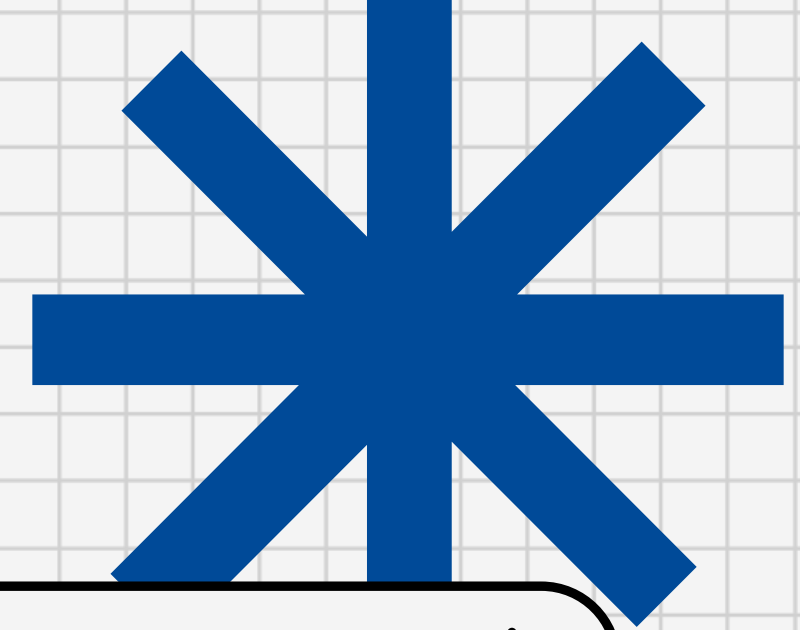
Comparing Our Internal and External Narratives

Internal

- caring for people
- healthy, high quality food
- workplace resources

External

- unsatisfied with prices
- lacking trusting products
- questionable work dynamic



General
Questions?

