

Nestlé Wellness in Action News

Issue 3
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Products and Brands

Current new products



Peters Carb Smart - Australia

For people who want to reduce their carbohydrate intake, Nestlé Peters Carb Smart ice cream is a treat that contains only 4.7g grams of carbohydrate per 100g, compared to regular ice cream, which has 25g of carbohydrate per 100g. Peters Carb Smart is also 97% fat free. Low fat and low carbohydrate foods may, as part of a balanced diet, help maintain a healthy weight.

Maggi Mayonesa Light - Ecuador

Maggi Mayonesa Light has been developed to fit into a more healthy and balanced lifestyle without compromising on flavour. It contains 50% less fat than the regular Maggi mayonnaise. On the label, Nestlé Ecuador recommends using salad dressings that are low in fat to maintain your weight.



Nescau with Actigen E - Brazil

Nescau is a chocolate powder drink which when mixed with milk provides a healthy nourishing drink, extremely popular with active children, teenagers and adults. It has recently been made even more nutritious by the addition of a branded active health benefit, Actigen-E, a micronutrient compound which optimizes the release of energy from the three main food groups: protein, fats, and carbohydrates, making Nescau ideal at breakfast time and throughout the day.

*More information on these, and more product news, contact
Productinfo-news@nestle.com*

The LEAN POCKETS® brand's nutritious fare for consumers "on the go"

For nutrition-conscious consumers on the go, 16 LEAN POCKETS® brand frozen sandwich varieties provide excellent taste and convenience, with just 7 grams of fat. Launched in the US in 1987, the brand is now the second largest in the frozen sandwich category in the US. LEAN POCKETS® is a part of the HOT POCKETS® brand frozen stuffed sandwich line, which has remained America's favorite brand of frozen sandwiches since its launch in 1983.



The LEAN POCKETS® brand's products are based on several key consumer insights:

- Nutrition-conscious consumers vary. Some want to avoid trans fats and others monitor carbohydrate and sugar intake. Additional concerns are the amount of fibre, protein, sodium, calcium, calories and whole grains in their diets.
- Because LEAN POCKETS® sandwiches taste so appealing, consumers generally do not realize they are "lean."



The newest "good for you" offering is LEAN POCKETS® brand ULTRA, introduced in mid-2004. Each of the three varieties provides 7 grams of fibre and 24 grams of protein. They contain only 6 grams of fat, 12 grams of net carbs and 200 calories, with no trans fatty acids, and all are topped with whole grains.

To reinforce nutrition and wellness, nutrition facts are now flagged on the front of LEAN POCKETS® brand packages, and "Tales from the Scales™" weight loss stories are featured on the back.

LEAN POCKETS® have now been introduced into France in September 2004 and Germany in January 2005, with good initial consumer interest.

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Programmes

Brief Notes...



Israel

The Food Pyramid helps children understand the relationship between quantity and proportion of the main food groups in a healthy diet. This was communicated by Osem to 20000 children, aged 6-10, in the form of interactive play which took place in summer camps around the country. Zabar, (part of Osem's group Companies) has sponsored an interactive educational activity in schools, about the importance of a healthy diet and the advantages of humus. 40000 children aged 6-8 participated in this activity.



Thailand

The "Healthy Thai Children," school program has been launched in collaboration with the Ministry of Public Health and Department of Health to promote health and well-being among students eight to eleven years old. Various activities are conducted at 26 primary schools in Bangkok and specially developed educational materials are provided to each of the schools. Under this year's program 300 more primary schools in the Government Lab School Project will be given the full "Healthy Thai Children" teaching materials.

*More information on these and other developments from
Programmeinfo-news@nestle.com*

Nutrir: Preventing Malnutrition through Education

Springing from community action programs in the early 1980s, Nutrir was created in 1999 as a network of people committed to the principle of combating malnutrition through education about food and eating, basic hygiene and health.



In 2003-2004, more than 82 400 children and adolescents and their families in 22 regions across Brazil benefited directly from the Program, involving social institutions including hospitals and churches, over 320 NGOs, 60 partner companies, 30 suppliers and 20 schools.

Afflicting more than 32 million people in Brazil, malnutrition is the result of lack of food and information, taking the heart and future from a population. Malnutrition, low stature, overweight and obesity are disorders directly influenced by poor eating habits.



Nutrir is strategically directed to children, 5-14 years, who learn the basics and tools in recreational-educational activities, and then replicate their knowledge to their families and communities. Employees, of whom nearly 1500 people in 21 Nestlé units also volunteer directly in the local communities, give more than half of the budget contributed by Nestlé Brazil.

An extension of the program is the 'train-the-trainers' concept, called Nutrir Qualification, which also teaches new skills and provides an opportunity for entering the economy. During 2004, 670 people and 335 institutions were trained. Each educator or trainer receives a Nutrir Kit with teaching guides, books on foods and fruits, videotapes on school meals and food groups, games and interactive learning tools to engage the children. Everyone is involved: educators, NGOs, churches, institutions, foundations, business people, consumers, clients, suppliers, doctors, hospitals, businesses, singers and TV stars.