

Nestlé Health in Action

Issue 8
February / March 2006

Products and Brands

Current new products



Nestlé Diet Refresh yogurt - Australia

Nestlé has extended its *Diet Refresh* yogurt range to include: Citrus Mousse; Watermelon Mousse; Mango Mousse; and Lime Mousse.

They are 99% fat free, made with lightly whipped yogurt and are an excellent source of calcium. Each mousse contains only 1/2 point on the Weight Watchers program.



Nestlé Avena with Fruit - Ecuador

Based on a traditional home-made ecuadorian recipe, Nestlé *Avena* is an oat meal beverage with fruit which provides fibre and vitamins for optimum growth. *Avena* forms part of a healthy balanced diet for the whole family.



Maggi Magic Asia soup - Austria

Maggi has extended its *Magic Asia* range of Asian style soups, introducing: Bihunsuppe Indonesia, Indonesian broth soup made with sunflower oil and Gemüsesuppe China, Chinese vegetable soup which is low in fat and suitable for vegetarians.

More information on these, and more product news, contact

Productinfo-news@nestle.com

Nestlé Rowntree nutritional labelling initiative - UK

From January 2006 Nestlé Rowntree confectionery brands will begin the roll out of a new approach to nutritional labelling.

The 'Nestlé Nutritional Compass' is a worldwide Nestlé initiative, which aims to encourage and empower consumers to make informed choices about their diet and enjoy a more balanced lifestyle.



As a result of the initiative consumers in the UK and Ireland will see two changes to on-pack nutritional labelling: The 'Nestlé Nutritional Compass' will feature on the back of confectionery packs, in the form of a panel which clearly highlights specific nutritional information and advice on 'guideline daily amounts' (GDAs). The 'calorie count per serving', will be clearly communicated on the front of packs.

These changes are to be introduced to the confectionery portfolio in a phased approach throughout 2006, with the first packs due to enter the market in January.

"As has been widely publicised, consumers are becoming more and more interested in the nutritional value of the foods they purchase and consume," said Jon Walsh, head of Nestlé UK's Wellness Unit. "As such they are actively seeking out products that clearly communicate nutritional information with particular reference to calorie and fat content."

"What's more, we have conducted extensive research into this initiative. Our consumers have fed back extremely positively stating they appreciated honest clear communication, and saw this as a positive step forward for confectionery."

The product labelling initiative has already been introduced by other Nestlé UK categories including beverage, chilled dairy, milks and cereals such as *Shredded Wheat*, *Cheerios*, *Nesquik*, *Munch Bunch*, *Ski*, *Nescafé Cappuccino*.

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Programmes

Taking the Wellness Steps

Employees are our internal consumers; attention and follow through should be given to their health and wellbeing, especially if we wish to drive home the message to all consumers. What originally began as "Lunch and Learn" sessions evolved into what is now known as the "Internal Wellness Program". The practical aspects of nutrition are linked through lectures and culinary demonstrations.

We at Nestlé are proud to say that this initiative has not only increased employee awareness, but in some cases has helped kick start a positive lifestyle change. As an example we wish to share the story of some of our employees at Nestlé Caribbean / Trinidad with you:



Junior Sadhoo
Fork Lift Operator- NCI Warehouse

As a club cricketer for sixteen years, Junior never felt overweight. At the "Feel good – the right weight" session he was shocked that his 188lbs meant too much weight for his height. "I thought the scale was wrong" he stated. He was particularly concerned because he was always physically active – in his job and being involved in sports.

Junior Sadhoo comments: "It was all about changing my lifestyle. I still eat 3 times in the cafeteria; I use my lunchtime during the rest of the week to do at least 20 minutes of gym work. I am now at a perfect weight of 156lbs."



Stephen Salazar
Refresh Milk Operator Factory

At the "Take care of your Heart" lunchtime session Stephen discovered he had a high

cholesterol reading. He immediately sought nutrition and lifestyle counseling by the CS Nutritionist in an effort to change. He began an exercise program but soon confessed that he was out of breath just walking the block! Stephen persevered, and has come a long way since then. His daily regimen includes a light jog and weight training at the Nestlé Gym. He has reduced his food intake, stopped skipping meals and significantly reduced fried foods.

Stephen Salazar comments: "I have gone from 171lbs to 156lbs, which feels great. I visit the Nutritionist for tips and to get feedback. That session made me aware of the need to take action in my life. Thanks."



Mavis Mc Farlene
Customer Representative - Sales

High cholesterol levels have been Mavis' ongoing battle. It is not easy to get fit when you spend most of the day sitting while attending to customers. She sought nutritional counseling and realized that her main issue in reducing cholesterol was not food intake, but exercise. "I started walking last summer after work. When I included walking four times on weekends the weight began to drop."

At the "Feel Good - the Right Way" session she reported that although she was still in the overweight category, she felt happy to be doing something about it. "I understood more about my weight distribution, which helped me appreciate myself better."

Mavis now checks her cholesterol levels twice a month at the company's doctor's office as a way of monitoring her health. She is a walker with a cause and attends many national walks that support one charity or another e.g. Women on the Move, Walking against Breast Cancer etc. "It is my way of exercising and it feels great."