

Nestlé Health in Action

Issue 15
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Products and Brands

Quik Facts

- Milk is one of the most nutrient dense foods. One serving of whole milk (250ml) is a source of high-quality protein, phosphorus and vitamin B2, and is rich in calcium and vitamin B12. For children, it also contributes to their daily intake of energy, magnesium, zinc, vitamin A, B1, B6, pantothenic acid and biotin (Source: Souci, Fachmann, Kraut 2000).
- A national nutrition survey published by Statistics Canada revealed that milk products represent the most under consumed food group. It also revealed that more than one third of Canadian children do not consume enough milk products.
- Research published by the Journal of the American Dietetic Association shows that children who get the recommended amounts of dairy foods have better nutrient intakes overall.



More Information on these, and more product news, please contact:
Productinfo-news@nestle.com

Quik Calcium, Quik Success!

Nestlé Canada

According to Canada's Federal department for health, children aged four to eight years need to drink two 250ml servings of milk per day. Yet, on average, the nation's children only drink 63% of the advised amount (including flavoured milk)¹. With the popularity of juice and soft drinks, milk has been crowded out of children's diets, making it less likely that they will meet the recommended daily intake of calcium and vitamin D and putting their future bone health at risk.

Despite *NESQUIK* being the top beverage choice amongst children², parents tend to limit their access to flavoured milk, particularly during lunch.

This was an important learning, as studies found that only kids who drank milk at lunchtime met their daily calcium requirements³.



Quik Calcium

Nestlé is committed to increasing the nutritional value of its products in line with consumer needs, so Nestlé Canada saw this opportunity to develop a *NESQUIK* on-the go solution for the lunch box. Combining quality with nutritional added value, each drink box has just 100 calories, is made with fresh milk and is a good source of calcium. It also has the competitive advantage of being the only reduced sugar flavoured milk made without artificial sweeteners. Kids love the yummy *NESQUIK* taste and Moms love the convenient nutrition⁴.

Quik Success

Launched in February 2008, *NESQUIK* Less Sugar drink boxes have sold nearly 700 000 litres to date and gained 9.7% share of the category (flavoured milk under 1L)⁵. The launch was supported by an integrated consumer communications campaign, '*Quik Calcium*', and research shows that this has successfully changed the way mothers feel about flavoured milk as a healthy beverage choice and increased the likelihood of them serving *NESQUIK* in the future⁶.

¹ Canadian Community Health Survey : Nutrition (2004) - ² NESQUIK Brand Health Research, 2008

³ Alberta Milk Board - ⁴ ACCE CLT, August 2007 - ⁵ The Nielsen Company, 14 weeks ending September 27, 2008 - ⁶ Starch Research, September 2008

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Programmes

Obesity Facts:

- According to the World Health Organization (WHO), there must be multi-stakeholder commitment towards reducing obesity, with the support and collaboration of both public and private actors.
- WHO also highlights that overweight children are more likely to stay obese into adulthood, putting their future health at risk. As they are often bullied, many will also suffer from a lack of self-confidence, withdrawal from society and eating disorders.
- Nestlé's response to obesity is characterized by:
 - Recipe innovation and renovation, seeking to optimize nutrition
 - The 60/40+ programme, delivering taste and nutritional superiority over competing products
 - Branded Active Benefits, providing additional nutritional benefits
 - The Nestlé Nutritional Compass, providing comprehensive nutritional information to allow consumers to make informed choices
 - Development of brands and technologies with specific weight management qualities, such as Lean Cuisine, Jenny Craig and Slow Churned ice cream
 - Support for many community education programmes around the world to improve understanding of the importance of nutrition and physical activity to health



More information on these and other developments, please contact:
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Thao, Tackling Childhood Obesity in Spain - *Nestlé España*

Childhood obesity is a serious, and growing, public health issue that is associated with a higher chance of premature death and disability in adulthood. It is, therefore, crucial that obesity is tackled at an early age.

Addressing childhood obesity

Nestlé is committed to improving worldwide understanding of the importance of nutrition and physical activity to good health, and is sponsoring several community education programmes around the world, mostly targeting school-aged children. The most recent of which is the Thao project in Spain.



Spain has the third highest number of obese children in Europe and, over the next four years, Thao aims to tackle this by mobilizing the entire community towards educating children in positive nutrition. From parents to teachers, doctors to public officials, every segment of society will be targeted.

Adopting a two-step approach

The Thao programme consists of two basic levels of intervention. The first aims at preventing the tendency for weight gain amongst children, by sensitizing stakeholders to the issues of childhood obesity and providing them with the knowledge and tools needed to instill good eating habits and encourage regular physical activity. The second targets health professionals, helping them to identify overweight children early on and take the appropriate steps to prevent such children becoming obese.

Launched in 2007, the Thao programme uses the knowledge and experience of the EPODE programme in France, also sponsored by Nestlé. It aims to emulate its success by changing the habits and behaviours of children and their families, through information and activities that encourage them to adopt a healthier lifestyle.

The future

The programme started in 2007 with a pilot involving five cities and, based on its success, this year saw the programme extend to a further 30 cities. By the end of 2009, it is estimated that 60 cities will be involved, reaching out to more than 120 000 children and their families.