

Nestlé Health in Action

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Products and Brands

Current new products



Lean Cuisine Panini - USA

Lean Cuisine has launched four varieties of Panini sandwiches, all of which contain 9 grams of fat and less than 320 calories. Each variety includes a combination of high quality meats, cheeses and vegetables and contains 0g of trans fats.



Mövenpick Ice cream - Germany

Mövenpick has introduced a new line of 4 premium ice cream flavours, using the new Nestlé patented low temperature freezing technology. The result is a rich, creamy texture with 40% less fat than a classical ice cream without compromising the taste.



MILO FUZE® 3in1 - Malaysia

MILO FUZE® 3in1 Light is the first light chocolate malt drink launched in Malaysia. It contains 40% less fat and is 25% less sweet than the regular MILO FUZE® 3in1. Health-conscious Malaysians can now enjoy the great taste of MILO FUZE® with natural goodness, ACTIGEN-E® and PROTOMALT® while cutting down on their fat and sugar intake.

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

Uncle Tobys, Nestlé Australia Committed to good nutrition

Nestlé's acquisition of Australia's cereals and snacks manufacturer Uncle Tobys in July 2006, was further confirmation of our commitment to nutrition, health and wellness and represented a key strategic step in our evolution to a leading food and beverage, nutrition, health and wellness company in Oceania.



The company pioneered the nutritious snacks grocery category with the launch of the first muesli bars in the early 1980's. This led to successful partnerships with key health professional experts and included the release of a consensus report by the Sports Dietitians Association of Australia. This Report was published in the Medical Journal of Australia titled "Recommendations for Nutrition and Physical Activity for Australian Children" and was highly circulated. Timed to coincide with Uncle Tobys support for the 2000 Sydney Olympics, it provided clear, practical recommendations for health professionals to help them educate Australian families.



Uncle Tobys has been producing Oats cereal since 1861. The company has employed the goodness of whole grains and their functional properties to build nutritious products. Oats are cited as one of the true super foods, being

rich in fibre, antioxidants and other nutrients. Beta-glucan, the special soluble fibre in oats has been identified as a key active ingredient responsible for heart health benefits. Beta-glucan promotes this effect by preventing cholesterol absorption in the small intestine. The US Food and Drug Administration (FDA) has stated that the amount of beta-glucan needed for a significant cholesterol lowering effect (as part of low saturated fat and cholesterol diet) is 3 grams per day - the amount in only 60g or 1/3 cup of traditional rolled oats.

Uncle Tobys was the first cereal company to fortify cereals with folate. It also moved proactively to improve the composition of the fat profile of its products by switching to Sunola oil; and launched the first cereal bar which qualified for the Heart Foundation Tick criteria on energy density.

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Programmes

Brief Notes...



Nigeria

Nestlé Nutrition Line is a radio programme which provides listeners with basic nutrition information on a day-to-day basis. It helps build sound nutrition knowledge, which forms the basis for food selection. The programme also addresses topical issues relating to World Food Day, International Day for the Eradication of Poverty, World Health Day and the International Youth Day.



Switzerland

Nestlé Switzerland is a partner of *NUTRIKID*®, a unique joint venture by Nestlé Switzerland, the Nutrition Museum "Alimentarium", the Swiss Association for Nutrition and the Federation of the Swiss Food Industries. The aim of this joint venture is to contribute towards the nutritional behaviour of young people and the prevention of obesity. The first module of *NUTRIKID*® was created for 10-12 year olds and recently, the second module for children aged 5-7 was launched.

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

"Beslenebilirim" Nutrition I Can, Nestlé Turkey

In 2004, Nestlé Turkey developed the "Beslenebilirim/Nutrition I Can" project with the Turkish Education Volunteers Foundation (TEGV), a reputable NGO. Beslenebilirim aims to educate 8-12 year old children on nutrition and contribute to the prevention of nutrition related diseases.

The project is planned for 5 years and will reach 100'000 children nation-wide by 2009.

Beslenebilirim not only provides necessary nutrition information with its comprehensive content but also helps children develop good nutrition habits thanks to its interactive teaching methods. A 16-hour programme covers topics on nutrients, nutrition and related illnesses; from food hygiene and healthy cooking to shopping practices; from table manners to physical activity. Interactive methods such as group games, role-playing, puzzles and story telling help children to learn good nutrition habits. Educational materials include an 80-page children's course book, 45-page teacher's manual and 22 posters carrying different key nutritional messages. Custom built Beslenebilirim kitchens or workshops provide hands-on experience and greatly increase children's interest and motivation. Changes in eating behaviour have been observed in the majority of the children following the programme and very positive feedback has been reported by teachers and parents alike.



Since 2004, Beslenebilirim has reached more than 23'000 children in 17 cities around Turkey.

Nestlé Turkey plans to implement the programme in 100 state schools in 10 more cities and reach 20'000 children in addition to the 35'000 that will be reached through the Turkish Education Volunteers Foundation.

