



Press Release

Nestlé Launches MILO with 25% Less Sugar: Healthier and Tastier Choice for Indonesian Families

Jakarta, 3 October 2018 – As part of its continuous innovation and commitment to providing healthier and tastier choices, today Nestlé MILO launches an improved recipe with 25% less sugar. The launch event was attended by Assistant to the Deputy of the Coordinating Ministry of Human Development and Cultural Affairs Meida Octarina and accompanied by Nestlé Indonesia President Director Dharnesh Gordhon.

“Our commitment to enhancing quality of life and contributing to a healthier future is what motivates Nestlé’s innovation and renovation efforts in bringing in MILO with 25% less sugar to Indonesian families,” said Business Executive Officer Beverages Business Unit PT Nestlé Indonesia Prawitya Soemadijo.

Beside the lower sugar content, Nestlé MILO’s innovation is also manifested through the enrichment of malt, vitamins and minerals. “Malt is an energy source that signifies the unique and delicious taste of MILO that has long become part of Indonesian families’ daily lives. We also increase the vitamins and minerals content, such as vitamin B3, B6, B12, C, D, calcium, phosphorus and iron. We hope this healthier and tastier MILO can continue to support children to ace their daily activities,” Prawitya added.

Meida Octarina appreciates Nestlé MILO’s move in helping the government to address nutritional challenges, particularly among children. “The government has come up with numerous programs to nurture a healthier life for Indonesians, such as through GERMAS or the Community Healthy Life Movement. Beside focusing on the fulfillment of balanced nutrition, active lifestyle is also a vital element towards healthier Indonesians. We hope in the future, there will be more companies like Nestlé Indonesia involved in providing not only healthier products, but also organizing programs to encourage active lifestyle.”

During the talk show, Nutrition Expert and Professor of IPB (Bogor Institute of Agriculture) Prof. Dr. Ali Khomsan, MS said, “Healthy lifestyle since early age will determine children’s growth and development, including their quality of life during adulthood. For instance, a child with healthy eating habit will have lower risk of suffering non-communicable diseases such as obesity, hypertension, stroke, diabetics and heart attack when they become an adult. This is why it is important for parents to ensure balanced nutrition for their children.”

Meanwhile, the Chairperson of Indonesian Association of Fitness and Sport Nutritionist Mury Kuswari, S. Pd, M. Si explains the importance of physical activities for Indonesia’s healthier generations. “Beside adequate nutrition, active lifestyle needs to be introduced to children since they are young. A child who exercises regularly will gain better cognitive skills, mentality as well as life lessons such as sportsmanship, perseverance, self-confidence and teamwork. Thus, school age children need to have regular physical activities while also being provided with balanced nutrition intake to stay energetic every day.”



Beyond providing healthier and tastier choices, Nestlé MILO is also continuously inspiring Indonesian families to adopt active lifestyle through a number of programs such as MILO Football Championship, SIRNAS-MILO Badminton Competition and MILO Jakarta International 10K. These initiatives are a realisation of Nestlé's global ambition to help 50 million children lead healthier lives.

###