150 years

Our 150th anniversary celebrations were an opportunity to honour the vision of our founders: a better world through nutrition. That passion for nutrition is echoed today in the efforts of our employees, working with our partners, to create products and services that enhance quality of life and contribute to a healthier future.
We should not underestimate what it takes to grow a business for 150 years. Our longevity is due in part to the fact that we have always clearly understood and anticipated the needs of society. We have combined this with the ability to adapt and to deliver products and services that respond to those needs, and also with our passion for quality. This approach has enabled us to grow continuously while creating shared value for our shareholders and for society.

Henri Nestlé understood that good health is linked with good nutrition. Products like his farine lactée, the infant cereal that saved the life of a child, or Maggi, developed for consumers who had moved to cities from the countryside, were the result of that ability to innovate to meet the needs of the communities in which we operated. Today, innovation is still one of the pillars on which this company is built.

In June, in the presence of the President of the Swiss Confederation, Johann Schneider-Ammann, we inaugurated nest in our hometown of Vevey. nest is a place where visitors can discover our history, our work, our creativity and our ideas for the future. It tells the story of the 328 000 employees we are today, and of those who came before.

Sitting on the site where Henri Nestlé built his first factory and offices, nest showcases the extraordinary expansion of his early entrepreneurial efforts into the company we are today. It highlights Nestlé’s capacity to invent and innovate, and to adapt to the changing world. It underlines the importance of science and investment in Research and Development as we define our future. Passion is at the heart of nest. It is the true face of Nestlé. It shows how over the years our people have delivered our success. Our values, based on respect, have ensured we can deliver 150 years of growth. Our shared history can be found there and it offers a view of the future too, laying out how we will help address the challenges the world faces.

Sharing our knowledge on diet and nutrition has always been part of our vision. This is why for more than 30 years Nestlé has supported the Alimentarium, the world’s first food-themed interactive space, also in Vevey. It plays an important role in society: promoting a better

Nestlé China launched a 6 month e-commerce and marketing campaign with Alibaba featuring over 150 products from around the world, many of which were available to Chinese consumers for the first time.

Nestlé Brazil celebrated the anniversary through sport, including a volleyball tournament featuring ‘150 years’ commemorative uniforms.
Employees of Nestlé Portugal celebrated by forming a giant 150 on the lawn of the company’s headquarters.

Asia, Oceania and sub-Saharan Africa Zone Head Wan Ling Martello and Alibaba Group CEO Daniel Zhang came together for the launch of Nestlé China’s unique e-commerce campaign celebrating the Swiss roots of the company.
understanding of nutrition. The Alimentarium aims to be a worldwide reference for food and nutrition, combining exploration, digital interactive learning and expertise. In 2016, it was transformed into a fully interactive online and offline experience, meaning its doors are always open, its contents always accessible. Its evolution into a centre of competence and learning about nutrition with a strong digital presence was marked at a ceremony in June, also as part of our anniversary celebrations. In our 150th year, the Alimentarium is a space which can satisfy the growing public curiosity about food, the role it plays in the health of our bodies and at the centre of our communities and social interactions.

Today, we are present in so many countries across the world. This global footprint gave us the opportunity to mark the anniversary in many different places with the people who buy our products and services, and to thank our employees whose hard work and commitment to our company deliver our success.

For example, in the United States of America, Nestlé’s biggest market, we underlined our commitment to society. The company organised our largest ever single day of community service in the USA, honouring the 120 hometowns across the country where you will find a Nestlé business. During the event, around 6000 employees worked with non-profit organisations, building on Nestlé USA’s partnership with the Boys and Girls Clubs of America’s National Fitness Challenge.

In China, the company’s second biggest market, we shared our passion for nutrition with millions of people in a unique e-commerce event. The ‘Superbrand Day’ emphasised the Swiss roots of the company and also our determination, through digital, to find new ways to connect with the people who want to buy our products. In Belgium, at an event in Brussels, we reinforced our commitment to Europe at a conference that brought together more than 400 external stakeholders. These included Euro-parliamentarians, officials from the European Commission, non-governmental organisations and industry representatives.

There were also a number of events around the world celebrating the important contribution from our employees to the company’s continuing
11,500 employees from across Switzerland were invited to celebrate 150 years of passion for nutrition on June 24th.

CEO Paul Bulcke and Chairman Peter Brabeck-Letmathe welcomed employees from around Switzerland to the 150th celebrations in Lausanne.
growth. In Switzerland, in addition to the events highlighted above, we held a party in Lausanne. It was the first time the company’s 11,500 employees from around the country were invited to come together in one place. We also brought the global Nestlé family closer together with a social media campaign encouraging employees around the world to share their pride in working for Nestlé. The initiative, the first of its kind in our company on a global scale, reflects our determination to encourage our people to act as ambassadors for the company, as we work together to deliver future success.

This anniversary was not only a moment to celebrate our past, but also a chance to look to the future, and what we are doing to shape the next 150 years of our company. One of our core values is respect for the future, and this year was a good opportunity to consider how we will continue to care for future generations.

We live in times of immense challenge, unprecedented change and extraordinary possibility. The world has changed considerably in the last century and a half, and will continue to do so. We are well-positioned to continue to deliver sustainable growth because we constantly adapt, innovate and change. Our success is based upon our ability to continuously reinvent ourselves and our determination to seize opportunities to help address the challenges the world faces.

Nestlé’s discovery centre *nest* offers visitors an immersive discovery of the company’s past, present and future.

For the celebration, the company produced a new edition of the official history of Nestlé. It includes the historical development of 20 key brands within the Nestlé family.
The newly refurbished Alimentarium Museum of Food was inaugurated by CEO Paul Bulcke (L) and Chairman Peter Brabeck-Letmathe (R) in Nestlé’s home town, Vevey.

The Musée Jenisch in Vevey welcomed a special exhibition of the Nestlé Art Collection, featuring works by both international and local Swiss artists.

At the inauguration of the Alimentarium Museum of Food, Chairman Peter Brabeck-Letmathe highlighted the importance of nutrition in supporting an active, healthy lifestyle.