



## Press Release

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### **The first Chinese plant of Gerber star products officially put into production**

(Harbin, October 31, 2019) Today, Nestlé celebrated the opening of the Nestlé Gerber Nutripuff factory in Shuangcheng, Harbin with a grand opening ceremony. The event marks the first official production of Gerber Nutripuff in China, which is an important milestone in the continuous localization of Gerber, a leading international brand of baby nutrition under Nestlé.

The total investment of the brand new Gerber Nutripuff factory is approximately RMB 100 million. Equipped with high-tech automatic equipment, including fully automated canning and packaging lines imported from the UK, USA and Switzerland, the production line has an annual production capacity of about 1,400 tons. The factory follows the US Green Building Council (LEED) Gold Standard.

Rashid Qureshi, Chairman and CEO of Nestlé Greater China, said: “In the 1980s, Shuangcheng was Nestlé’s first location to invest in China. It occupies a special place in my mind. We’ve witnessed Nestlé’s development for more than 30 years here, creating shared value for all stakeholders. This new factory represents Nestlé’s latest investment in Shuangcheng and demonstrates Nestlé’s great confidence and firm commitment to the Chinese market. I am honored to witness Nestlé’s milestone in Shuangcheng together with everyone. Nestlé and Shuangcheng have written a positive story of sincere cooperation, and we have every reason to continue such success.”

Gerber is a baby nutrition brand under Nestlé. It is well-known for its infant supplement food, with many sub-categories including infant cereals, fruit and vegetable puree and puffs that are very popular among Chinese babies. The puff products to be produced in China are the star products of Gerber, including organic and non-organic puff products, with a total of 8 flavors. Cans and flexible packaging are 100% recyclable, reflecting Nestlé’s strong commitment to sustainability.

It is worth mentioning that the raw rice used by Gerber Nutripuff also comes from Songnen Plain in Heilongjiang Province, an area with abundant sunshine and significant temperature difference between day and night. The rice – Akitakomati rice – is watered by Nenjiang River, organically grown, and certified by the state. From seed selection, sowing, field management, harvesting, drying and storage to processing, a dedicated agricultural team provides technical guidance and supervision to ensure safety and traceability. The rice is sent to the Gerber factory for processing within 24 hours after hulling to ensure the rice

retains its nutritious value.

Binu Jacob, senior vice president of Infant Nutrition Business Unit for Nestlé Greater China, said: “Nestlé has been committed to providing Chinese consumers with nutritious, healthy and safe products to help people live healthier. This time, in the construction of Gerber Nutripuff factory in Shuangcheng, we hope to provide nutritious and quality-assured supplement food to help Chinese babies to meet their growing needs at different stages. We also believe that Nestlé’s technical advantages and industrial advantages of Shuangcheng will create greater economic and social benefits, promote the development and upgrading of Shuangcheng agriculture and food industry, and promote a win-win for local economic and social development.”

Nestlé's first factory in China, established in Shuangcheng, produces milk powder, cereals, and infant formula. Built in 1987 at the beginning of China’s reform and opening-up, the milk factory signaled the start of Nestlé’s journey in China. For more than 30 years, Nestlé has promoted the sustainable development of local agriculture and farming communities in Shuangcheng through “company + farmers”. Nestlé has been providing various training and technical assistance to dairy farmers in Shuangcheng.

To support and promote the transformation and modernization of China’s dairy farming industry, in 2014, Nestlé invested in the construction of a Dairy Farming Institute (hereinafter referred to as DFI) in Shuangcheng. To date, DFI has conducted more than 280 training sessions to educate more than 10,000 students, including dairy farmers, technicians, and college students in related fields.

Nestlé’s investment and cooperation in Shuangcheng has realized the corporate philosophy of Creating Shared Value and, through cooperation with various research institutions, has provided more development opportunities for society and effectively promoted large-scale benefits and sustainable development with local farming and animal husbandry. In the future, whether it is out of the purpose of localized production or honoring Nestlé’s philosophy of Creating Shared Value, Nestlé will continue to root in Shuangcheng and China, and grow together with Chinese consumers.

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## **About Gerber**

Gerber was founded in 1927 by an American couple to meet their baby’s growing needs of complementary solid food. In the 92 years since, it has gradually become a leading brand of infant nutrition in the United States, accompanying four generations of American babies. The recognition of Gerber logo is very high in the minds of consumers. The sketch of the lovely baby, named Anne Turner Cook, was selected by

Gerber as the logo in 1928 for its fine depiction of the baby. Since then, it has appeared on all packaging and has quickly gained popularity among others around the world. Gerber comes from the love of parents. The Gerber brand also reflects its founders' original aspiration of helping parents to raise healthy babies, representing the global quality of professional nutrition. Gerber has always adhered to the promise of "Anything for Baby" – it strives to meet the nutritional needs of the baby at different stages during the introduction of solid food and delivers a scientific method of adding solid food.

In the 1990s, Gerber entered China market as a premium baby food brand, sharing the advanced baby food theories and practices with Chinese consumers. At the same time, Gerber has worked with Beijing University to produce "MING Study", which analyzed the nutritional status and needs of more than 2,000 infants and children to deepen understanding of Chinese babies' nutritional needs.

Gerber has a family of foods including infant cereal, fruit and vegetable puree, and baby snacks. Currently, Gerber is the No. 1 brand of infant cereal in China market. Apart from infant cereal and fruit and vegetable puree, Gerber's other supplement food products have reached the Chinese infant market through cross-border e-commerce.

Besides meeting the nutritional needs of the baby, Gerber Nutripuff plays an important role in assisting babies to develop fine motor skills, practice hand-eye coordination and even social skills in more natural way.