



**Nestlé** Good food, Good life

# Nestlé purpose and values



**Pr**

Principles  
Mandatory

General use

**Issuing department**

Nestlé Executive Board

**Target audience**

All employees

**Approver**

Chief Executive Officer  
Nestlé Executive Board

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September 2017, updated January 2025

**Repository**

All Nestlé *Principles and Policies, Standards and Guidelines*  
can be found in [NestléDocs](#)

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# Introduction

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The world around us is changing fast with consumer expectations, competition and society evolving at an unprecedented pace. While our company is anticipating and adapting to these changes, two important dimensions do not change: our purpose and our values. We are still driven by the same purpose and guided by the same values as we were 150 years ago.

Purpose is why we exist and what motivates us. Delivering against our purpose is a continual source of pride. At Nestlé, our purpose is to unlock the power of food to enhance quality of life for everyone, today and for generations to come. This has to be reflected in everything we do. It is through enhancing quality of life and contributing to a healthier future that we aim to deliver sustainable, industry-leading financial performance and earn trust.

In pursuing our purpose, we are guided by our values, which are rooted in respect. This means respect for ourselves, for others, for diversity and for the future.

It is people who are driven by purpose and guided by values. People are at the heart of our company. They ensure our success and without them, nothing can be achieved. This is why we care for people first and why we put people above systems.

A clear understanding of our purpose and values, and a strong commitment to them, is fundamental to the success of our company. It is the responsibility of each and every one of us to bring our purpose and values to life. We count on you to do this; every day and wherever you are in the world.



Paul Bulcke  
Chairman of the Board of Directors



Laurent Freixe  
Chief Executive Officer

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# Nestlé Purpose

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Nestlé. Unlocking the power of food to enhance quality of life for everyone, today and for generations to come.

We live in times of immense challenge, unprecedented change and extraordinary possibility.

All over the world, people strive to enjoy healthy and fulfilling lives, sometimes in difficult situations. The use of natural resources puts stress on our environment and on the stability of communities. Yet human creativity, technology and a commitment to progress open up new possibilities every day to improve lives and help create a healthy and sustainable future for all.

We at Nestlé touch billions of lives worldwide; from the farmers we work with to the individuals and families who enjoy our products, the communities where we live and work, and the natural environment upon which we all depend. Their challenges are our challenges. Their success is success we all share. That is why we are advancing regenerative food systems at scale and support a just transition.

Inspired by the scientific breakthrough of our founder, Henri Nestlé, guided by our values and with nutrition at our core, we work alongside partners to enhance quality of life for everyone, today and for generations to come. This means:

For people, families and pets – we offer quality products and services that enable healthier and happier lives.

For our communities – we help develop thriving and resilient communities and support better livelihoods for those we live and work with.

For our planet – we shape sustainable consumption and steward resources for future generations.

This is how we contribute to society while ensuring the long-term success of our company.

Nestlé. Unlocking the power of food to enhance quality of life for everyone, today and for generations to come.

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# Nestlé Values

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## Values rooted in respect.

Respect has a special and powerful meaning at Nestlé. It profoundly influences the way we work and run our business. Our values are:

**Respect for ourselves.** Respect starts with each of us, with self-respect and being true to ourselves, acting with integrity, fairness and authenticity.

**Respect for others.** Respect for the people around us and all those we interact with creates a climate of mutual trust. This is about taking pride in living up to what we promise. It is about quality in our products, our brands and in everything we do.

**Respect for diversity and inclusion.** Respect for other ways of thinking, other cultures, and all facets of society requires openness and inclusiveness in all our interactions both inside and outside our company.

**Respect for the future.** Respect for the world's future and the generations who follow us compels us to act with responsibility and courage, even when difficult.

## The five ways we live our values.

### **We serve with passion.**

We work resourcefully and tirelessly to understand the needs of individuals and families across the world and then serve those needs with passion. Success in winning hearts and minds requires quality in everything we do, with a spirit of excellence and ownership.

### **We build for the long term.**

We believe that true success is measured over time. Trust in our company, products, services and brands can only be built consistently step by step. This is why we take decisions with a long-term view, while ensuring we meet our commitments today.

### **We are inspired to innovate.**

We embrace the diverse and fast-changing world as a source of endless challenge, inspiration, and new possibilities. We listen and learn with curiosity and openness, then apply creative thinking, leading-edge science and technology, and open collaboration to turn insight into action.

### **We always strive to do better and lead to win.**

We never stop challenging ourselves on performance no matter how successful we may be because we know we can always do better. This dynamic spirit keeps us continuously improving in pursuit of our purpose.

### **We grow and succeed together.**

We achieve far more together than we can alone. By collaborating with colleagues and partners and engaging with communities – diverse in cultures and ways of thinking – we grow and win as individuals, as teams and as a company, and help others grow and win with us.

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# The Nestlé purpose and values document and other key Nestlé documents

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The present document, which states the purpose and values of Nestlé, must be read and understood in conjunction with the *Nestlé Corporate Business Principles* (expresses the principles of our business operations), the *Nestlé Leadership Framework* (expresses the behaviours and competences we expect from all our employees), the *Code of Business Conduct* (expresses the compliance requirements for all our employees), the *Nestlé Policy against discrimination, violence and harassment at work* and the *Nestlé Organization Principles* (explains how our company is organised). This document replaces the *Nestlé Management and Leadership Principles* document.