

Nestlé in the Middle East: History

- Founded in 1997 in Jebel Ali Free Zone-Dubai following more than 75 years of successful Nestlé operations across the region.
- Serves as a regional hub catering to the needs of 13 countries around the region.
- Currently headed by Mr. Yves Manghardt, Chairman and CEO.

Investments

- More than USD 400 million was invested in the region since the inception of Nestlé Middle East in 1997.
- Nestlé Middle East owns and operates 17 factories and 37 offices across the Middle East, employing over 7,000 people across all operations (a detailed list of Nestlé factories in the Middle East can be found on www.nestle-family.com/media).
- Middle East investments include several quality assurance initiatives that serve Nestlé factories and stand as a testament to the Nestlé stringent quality and safety measures. Initiatives include:
 - SLURP-Sensory Laboratory Unit for Renovation/Innovation of Products, Dubai, UAE: The lab is equipped with cutting edge technology and facilities and serves as a center of expertise for advanced sensory profiling analyses on shelf stable dairies, coffee and confectionery products.
 - Regional Microbiological Laboratory, Dubai Techno Park, UAE: A state-of-the-art facility that carries out a wide range of microbiological analyses, and specializes in the analysis of Salmonella.

Products

- More than 60 products in the Middle East in a wide range of categories including bottled water, coffee, infant nutrition, creamers, milks, culinary, confectionery and breakfast cereals. These products together accounted to Nestlé Middle East's total revenue of USD 1.4 billion in 2009.
- Popular brands include KIT KAT®, QUALITY STREET®, NIDO®, CERELAC®, NESCAFÉ®, COFFEE MATE®, MAGGI®, NESTLÉ PURE LIFE®, NESTLÉ FITNESS®, NAN®, and PURINA.
- All Nestlé products in the Middle East as well as around the world implement "The Nestlé NUTRITIONAL COMPASS®"; an innovative approach to product labeling designed to help consumers make informed choices through providing transparent and easy to understand nutritional information and fac

Nutrition, Health & Wellness: Regional Initiatives

Nestlé Middle East launched many initiatives in the region with the aim to help educate and encourage consumers to adopt balanced nutritional habits and healthier lifestyles, in addition to conserving natural resources; objectives that also touch on Nestlé's global "Creating Shared Values" principles. Examples of such initiatives include:

- **"Nestlé Strong and Healthy Bones"**; a regional initiative launched in collaboration with the Pan Arab Osteoporosis Society, with the aim to boost bone health knowledge in the region, promoting a preventative approach to Osteoporosis through healthy nutrition, regular exercise and generally balanced lifestyle. The initiative was launched in May 2009, and has since organized and supported various programs and activities in the UAE, Saudi Arabia, Jordan, Palestine, Syria and Lebanon.
- **"Nestlé Breakfast Academy"**; an interactive educational course initiated by NESTLÉ BREAKFAST CEREALS, and developed by Nestlé nutritionists in accordance with internationally recognized nutritional recommendations. The course aims to raise awareness on the importance of breakfast to support healthy growth, optimal performance, weight management and general wellness for the whole family, offering practical tips and information on planning nutritious and balanced breakfast meals.

- **“The 10 Signs of Good Nutrition”**; an initiative introduced by Nestlé NIDO® in cooperation with the Lebanese Association for Nutrition and Food Science, to help parents visibly observe and ensure the healthy growth and development of their children, taking into consideration the prevalent growth patterns and lifestyles in the region. The initiative also offers parents continuous access to credible nutritional resources and references with the support of Nestlé NIDO® Child Development Expert Panel.
- **“NIDO® Child Development Expert Panel”**; a body of experts which aims to help mothers around the region make informed decisions concerning the optimum nutrition and overall development of their children. The Panel is comprised of a number of trusted experts from various countries across the Middle East, including specialist pediatricians, nutrition specialists and child psychologists. Under this initiative, Nestlé and its partner experts collaborate to spread relevant essential information and expert advice year round through regular magazine articles, distribution of booklets and “Nutrition & Parenting” sessions. 163 sessions were held during 2009, with a total attendance of 14,322 women across the region.
- **“Project WET Foundation”**: by far the most well-known, highly-skilled organization in providing efficient water education solutions worldwide, cooperating with global partners to introduce and spread water education initiatives around the world. The water conservation module developed by Nestlé Waters contains 8 ready-to-teach lesson plans constituting a logical pedagogical path to raise awareness step by step among children aged 8 to 12 as to the importance of preserving and managing a vital, scarce, shared and fragile natural resource: water. In the Middle East, Project WET was introduced in the UAE and Lebanon so far, partnering with ministries of education to launch WET educational program into private and public schools.
- **“Tasty and Balanced Cooking”**; a MAGGI®-lead initiative that helps women put nutrition into daily practice through presenting them with creative ideas for tasty, balanced, and safe home cooking. Three programs are carried out under this initiative, all covering various important elements of healthy home cooking including the choice of ingredients, cooking methods and meal planning. Programs include “Light and Tasty”, “Cooking Hygiene” and “Healthy Eating in Ramadan”. Each program provides recipe books enriched with nutrition and hygiene tips, in addition to cooking sessions conducted with MAGGI® experts around the Middle East.

- Nestlé Middle East is a founding member of **The Children’s Museum** in Amman, Jordan, opened in May 2007 with the support of Her Majesty Queen Rania Al-Abdullah. Nestlé actively participates in promoting children’s health literacy as a foundation for lifelong good nutritional habits through two main museum sections:
 - “First Adventures”: Dedicated to exploration and discovery for children from 1-3 years old, focusing on the physical, cognitive, emotional and social needs of a toddler. This section covers a total of 140 square meters indoor space complemented by 40 to 70 square meters outdoor facility.
 - “Body, Health and Nutrition”: Dedicated to 3-14 years old children, focusing on general functioning of the body, health, fitness, good nutrition and proper eating habits. It covers the area of 170 square meters.

- Recently launched “**Nestlé Healthy Kids Global Program – “Ajjal Salima,”**” an initiative that aims to entrench nutritional awareness, better eating habits and a more active lifestyle among 9-11 year-old schoolchildren. The program will be implemented starting in January 2011 in Lebanon, and will be rolled out across all Nestlé Middle East markets.

- Launched “**Eat Right Live Well**” initiative that seeks to promote healthy eating and lifestyle habits among families by raising awareness of good nutritional practices. The campaign draws on Nestlé’s world-leading expertise in nutrition research, and has so far been rolled out in the UAE, Qatar, Bahrain, Oman, Kuwait, Jordan, Syria and Lebanon