

Asia Pacific hub for innovation in beverages



Fact Sheet

What: Nestlé is establishing a new hub for innovation in beverages in Singapore. This new regional hub will extend Nestlé's existing hub for innovation in MILO, which has been in place for a number of years, and brought numerous product successes to the company, including MILO Junior for Malaysia, MILO Smart Plus for India and MILO B-smart for Australia. The new hub will now also focus on coffee mixes.

Nestlé's Asia Pacific hub for innovation in beverages will provide:

- Renovation and innovation in beverages for MILO chocolate malt beverages and NESCAFÉ coffee mixes
- New product concepts based on local tastes and preferences that can be developed for wider geographical roll out
- New packaging solutions, including packaging for popularly priced products
- Training and technical assistance to Nestlé markets in the Asia Pacific Region

It will work closely with Nestlé's lead centre in beverages, which is located in the company's Product Technology Centre in Orbe, Switzerland.

Why: Nestlé has a strong and growing business in coffee mixes world-wide. NESCAFÉ is now the global leader in soluble coffee mixes, with many of its well-known products being in the Asia Pacific region including NESCAFÉ 3 in1, NESCAFÉ GOLD 3 in1, and NESCAFÉ Body Partner range of coffee mixes. This business is especially strong in the Asia Pacific region, and it is expected to continue to grow over the coming years. In response to this growing demand, Nestlé has decided to create a new hub for innovation in beverages in Singapore.

Where: Nestlé chose to establish its new innovation hub at its R&D Centre in Singapore because of its existing expertise in sensory science, packaging, and know-how in local ingredients. The new hub will also take advantage of Nestlé R&D Singapore's state-of-the-art laboratories and pilot plant facilities. The R&D Centre has the additional benefit of being in close proximity to, and having good relations with, external partners including government authorities, universities, research institutions and flavour houses.

Who: The new regional hub will start with 4 beverage specialists who will undergo a preliminary 6-month period of training in Orbe. The team will also include a trainee, reflecting Nestlé's commitment to competence building and people development.

This regional team will be part of Nestlé's global team of specialists and experts in beverages who together have skills in a wide range of technologies including:

- Consumer insights in and around Asia
- Sensory science
- Ingredients and new product concepts
- Manufacturing and engineering
- Packaging
- Quality and safety

When: Nestlé announced its decision to establish this new regional innovation hub in July 2010 on the occasion of celebrating the 30th Anniversary of its R&D Centre in Singapore. The new hub will be fully functional at the beginning of 2011. In the meantime the new staff are being selected and trained.