

Nestlé Breakfast Cereals launches new organic choices for breakfast

September 19, 2018 – Cereal Partners Worldwide (CPW), the maker of Nestlé Breakfast Cereals, is pleased to announce the launch of organic versions of its family-favorite brands CHOCAPIC®, NESQUIK® and CHEERIOS®.



The new range has been developed to answer the growing demand of consumers for organic products, including for their families*. The launch gives parents a convenient way to access tasty organic breakfast cereals, from the brands already trusted and enjoyed by families across the world.

With over 25 years' experience creating nutritious, tasty and convenient breakfast cereals, CPW strives to make breakfast better for everyone. To ensure every bowl of breakfast cereal gives the best possible start to the day, CPW is continuously improving its product offering without compromising on quality or taste – whether that's developing new organic products, increasing levels of whole grain or reducing sugar and salt levels.

Organic Nestlé Breakfast Cereals are officially certified organic and are made with the high-quality ingredients you expect from a Nestlé Breakfast Cereal. Similar to their conventional versions, the new organic variants contain whole grain as the number one ingredient and are free from artificial colors and preservatives.

“At CPW we believe breakfast is the foundation for a better future. We are committed to continuously innovating and adapting our products to ensure every bowl of our breakfast cereal gives consumers the best possible start to their day. We know that consumers’ preference for organic products has grown over the last few years. Organic cereal options for the entire family remain limited**. We are excited that the launch of the Organic Nestlé Breakfast Cereal range addresses the need for tasty and fun options, providing parents with a high quality, nutritious choice that the family will love to eat” David Clark, CEO of Cereal Partners Worldwide.

CPW believes breakfast is the most important meal of the day. The launch of the Organic Nestlé Breakfast Cereals range is part of their ongoing commitment to make breakfast better.

– ENDS –

Notes to editors

Organic versions of CHOCAPIC®, NESQUIK® and CHEERIOS® are available in France, Spain and Portugal starting September 2018.

References:

*: 1. Global organic food market growth 2001-2016 from Agence BIO, FR, based on FIBL/FOAM, Organic Monitor and different European and global sources; 2. Understanding the Global Organic Shopper (2016), HealthFocus International; 3. MINTEL. Understanding Organic Study, 2017

** : 1. Nielsen Scantrack HMSM cumul 2017, France; 2. Organic Qualitative study, France, 2017, Happy thinking people agency

About Cereal Partners Worldwide

Cereal Partners Worldwide (CPW) is a leading global breakfast cereal company and the maker of Nestlé Breakfast Cereals, including favorites such as NESQUIK®, FITNESS®, CHEERIOS® and CHOCAPIC®. With more than 50 brands to suit all ages and lifestyles, CPW strives to make breakfast better with convenient, tasty and nutritious food that helps people start their day in the best possible way.

Established in 1990, CPW is a long-standing partnership between Nestlé & General Mills, bringing together the world-class capabilities of both companies. Headquartered in Switzerland, CPW has a strong global network with 4,200 employees, 17 production facilities and sales teams in more than 130 markets.

For more information visit: www.nestle-cereals.com

About Breakfast

A balanced breakfast could feature a bowl of cereal with a dairy product, fruit and a glass of water. Research has shown that:

-) Breakfast refuels the body and brain with energy and provides essential nutrients to start the day^[1]
-) People who eat breakfast are less likely to be overweight than those who don't eat breakfast^[2]
-) Regular cereal eaters tend to have a healthier body weight and a higher intake of important nutrients^[3]
-) Breakfast should provide 20 – 25% of daily energy intake, with an average 30g serving of cereal also allowing for other nutritious elements such as milk and fruit^[4]

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^[1] Barton: Longitudinal – 3-day food records n= 2379 black and white girls ages 9 to 19 years

^[2] Szajewska H, Rusczyński M. Systematic review demonstrating that breakfast consumption influences body weight outcome in children and adolescents in Europe. *Crit Rev Food Sci Nutr.* 2010;50(2):113-119. doi:10.1080/10408390903467514

^[3] Deshmukh-Taskar PR, Nicklas TA, O'Neil CE, Keast DR, Radcliffe JD, Cho S. The relationship of breakfast skipping and type of breakfast consumption with nutrient intake and weight status in children and adolescents: The National Health and Nutrition Examination Survey 1999-2006. *J Am Diet Assoc.* 2010;110(6):869-878.

^[4] British Dietetic Association. Food Fact Sheet: Healthy Breakfast
<https://www.bda.uk.com/foodfacts/breakfast.pdf>