

## Simply Good: *Maggi* to offer tastier and healthier choices

The iconic *Maggi* brand is on a mission to champion the goodness of home cooking, renewing its global product portfolio with simple, recognisable ingredients that people are familiar with, like those they might find in their kitchen cupboard.

The goal is to transform the *Maggi* range globally by 2020, removing ingredients that consumers do not easily recognise and adding more of those that they do, including vegetables and original flavours from vegetables, herbs and spices, grains and other nutrient-rich ingredients.

The move is part of the new *Maggi* 'Simply Good' initiative to inspire and offer tastier and healthier choices, in line with Nestlé's [commitment to enable healthier and happier lives](#).

It includes a strong contribution of *Maggi* to the Nestlé [commitment](#) to add at least 750 million portions of vegetables and at least 300 million portions of fibre-rich grains as well as pulses, nuts and seeds worldwide by 2020.

With an ever-growing trend towards health-focused cooking, the Simply Good plan will also continue to lower salt in the *Maggi* range, with an average sodium reduction of 10% between now and 2020.

Fortification is another important element of *Maggi*'s commitment to good nutrition, especially in countries where daily consumption of essential micronutrients is lacking. In 2015, *Maggi* delivered 110 billion servings fortified with iodine, iron or Vitamin A. The goal is to increase that to 120 billion servings per year by 2020.

Along with changes to the products, *Maggi* Simply Good is also encouraging food habits that have a positive impact. On-pack and online advice and recipes, as well as local events such as cooking academies, will help people cook healthily on a budget and reduce food waste.

The Simply Good initiative has already kicked off in Central and West Africa, where fortified *Maggi* stock cubes and other products are a staple for many households. In addition to the strong commitments on ingredients, Nestlé is highlighting nutritional challenges by engaging with government authorities, civil society and consumers.

Patrice Bula, Executive Vice President at Nestlé, said: "Home cooking has a positive impact on our lives. The *Maggi* commitment is to inspire and help people to cook good food with fresh ingredients. That is why we are transforming our products using ingredients everyone knows and loves."

New and improved *Maggi* products are already on shelves in many markets, for instance a new range of sauce mixes in the Middle East, recipe bases in Australia, the 'Mélanges Parfaits' seasonings in France, and vegetable broth and sauce mixes in Germany.

### ***Maggi* facts**

- Every second, 4,600 food portions are prepared with *Maggi* across the world.
- Every minute, consumers add 100 tonnes of fresh ingredients (meat, vegetables, rice and so on) to their *Maggi* meals.
- Every hour, *Maggi* delivers 900,000 portions of vegetables to consumers through its products.
- Compared to 2005, a year's production of *Maggi* products already contains more than 12,000 tonnes less salt - the equivalent of the Eiffel tower in weight.

For more on the history of *Maggi*, go to: <http://www.nestle.com/AboutUs/History/nestle-company-history/julius-maggi-cubes-consommee-creativity>

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## Simply Good: some examples from around the world

### Central and West Africa

*Maggi* Simply Good has already kicked off in the Central and West Africa region. 100% of *Maggi* products will be made with more common and familiar ingredients that consumers love and suiting local tastes and food cultures.

In 2016, Nestlé sold 65 billion fortified servings in Central and West Africa, and *Maggi* delivers over 100 million iron fortified cubes daily to 78 million households in the region. *Maggi* will also reduce the salt content by 22% in its *Maggi* tablets and cubes in the region.



Read more: <http://www.nestle-cwa.com/en/media/pressreleases/simply-good>

### Middle East



*Maggi* has launched a new range of *Maggi* Mixes in the Middle East, made solely of ingredients that people know and love, and are likely to find at home. The new *Maggi* Mixes use a blend of natural spices and herbs benchmarked to homemade tastes, fused together for the cooking of a range of dishes as diverse as Shawarma, Kabsa, Masala, and Bechamel, accenting all with such flavours as Hot & Spicy, Coriander & Garlic, or Zaatar & Lemon Pepper. Read more: <http://www.nestle-me.com/en/media/pressreleases/Maggi-commits-to-simplify-100-of-its-ingredients>

### Australia

*Maggi* in Australia has made significant changes to the brand's dry Recipe Bases range, removing ingredients unfamiliar to consumers such as emulsifiers, and replacing these with everyday ingredients including vegetable powders, herbs and spices.

To help Australians make quick and informed decisions about what goes into their home cooked meals, *Maggi* reformulated the majority of its dry Recipe Base products in the range, including Satay Chicken, Butter Chicken, Chilli con Carne, Mexican Nachos, Beef Stroganoff and Devilled Sausages.



Watch *Maggi* go to market: <https://www.maggi.com.au/whats-new/maggi-goes-to-market>

### India



In India the Simply Good journey has started as well. *Maggi* Masala Noodles are fortified with iron, as iron deficiency is high in the country. They provide 15% of the recommended daily intake of iron to help close the gap. *Maggi* has also brought down sodium levels in the portfolio in India. Over the last 10 years, sodium per serve has been brought down by 32.7% and the commitment is to further reduce it by 10% by 2020.

Read more: <https://www.nestle.in/brands/pdca>

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