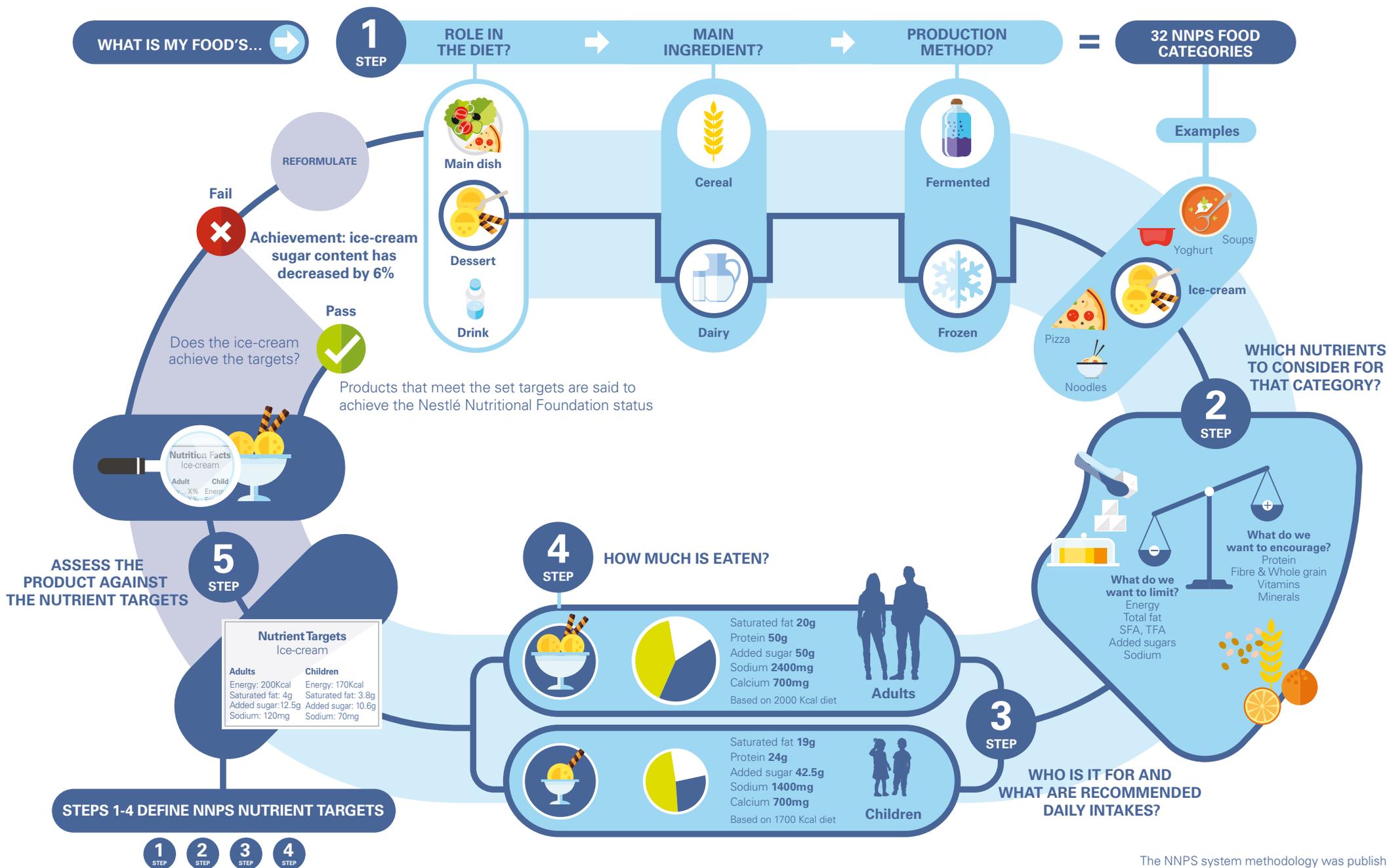


The way Nestlé makes its products more nutritious

Nestlé Nutritional Profiling System (NNPS)



Nestlé Nutritional Profiling System

The way Nestlé makes its products more nutritious



What is it?

A practical science-driven way to turn dietary guidelines and nutrient recommendations into more nutritious foods.

Why does Nestlé have it?

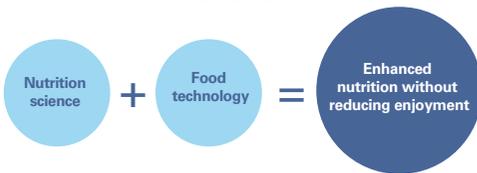
To ensure that our product innovation and reformulation efforts are aligned with our Nutrition, Health and Wellness commitments and based on scientific evidence and public health recommendations.

How does it work?

The system considers:

- Step 1.** Product category and its role in the diet
- Step 2.** Which nutrients to limit or encourage
- Step 3.** Who is the product for?
- Step 4.** How much is a serving?
- Step 5.** Finally, assess the product

How do we use it?



More information available on www.nestle.com

1
STEP

Product category and its role in the diet

First, we define the product's role in the diet.
E.g: On our tray below, pizza is the main dish, soup the starter, ice-cream the dessert and water the drink.

Next, we determine the product's main ingredient.
E.g: In ice-cream, milk is the main ingredient so it falls under the 'dairy' category.

Last, we look at how the product is made.
E.g: Ice-cream undergoes a freezing process which means sugar is important for texture.

Using this decision tree, products are classified in one of 32 product categories developed for the Nestlé Nutritional Profiling System (NNPS).



2
STEP

Which nutrients to limit or encourage

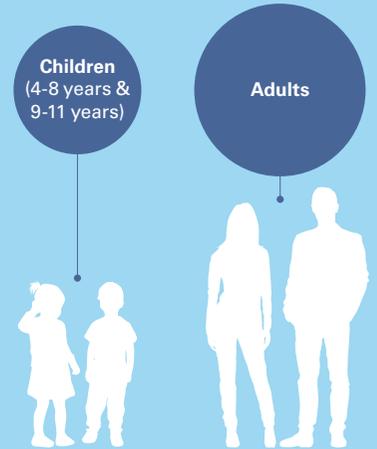
We use international and national dietary guidelines and nutrient consumption recommendations (e.g. from WHO, Codex, IOM) to determine which nutrients to encourage and which to limit. Nutrients to encourage are food category specific (e.g. protein and calcium in dairy products, wholegrains in cereal-based products) and nutrients to limit are set for all categories.



3
STEP

Who is the product for?

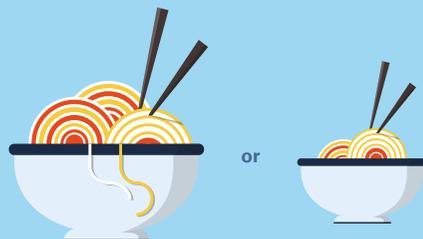
We identify the most likely consumers of the product (also called the 'target' consumer), since nutrient needs differ between children, adolescents and adults.



4
STEP

How much is a serving?

In Nestlé we believe that each product can be part of a balanced diet, so we ask ourselves how much people eat of each product (what is the average portion) and we reformulate our products based on the reconstituted serving consumed. The portion or serving sizes are based on local consumption data.



5
STEP

Assess the product

The first 4 steps allow us to set specific nutrient targets for each category and by age group. Nutritionists adjust these targets according to their local market data after identifying the serving size.

Products that do not meet targets are reformulated to improve the nutritional value.

Products that achieve the targets are said to achieve the Nestlé Nutritional Foundation status ('NF status').



How we're doing

A case study of Nestlé products in the United States and France, between 2009–10 and 2014–15, showed NNPS reformulation efforts led to decreases in:



Globally, 78% of products overall achieved NF status (2014)

6973 products have been renovated to reduce sodium, sugars, trans fats, total fat, energy or artificial colouring (2014)

6359 products have been renovated to improve nutritious ingredients or increase essential nutrients

The target is that 100% of products for children meet the NNPS criteria (99% in 2015)