



Nestlé in brief

Nestlé is the world's largest food company and leader in the field of **Nutrition, Health & Wellness**. The current CEO of Nestlé, **Paul Bulcke**, is originally from Belgium. The headquarters are in Vevey, Switzerland, where Henri Nestlé founded the company in **1866**.



Over **330,000 employees** worldwide.



75.5 billion euro turnover worldwide in 2013.



Established in **almost every country** of the world and available in every country.



1 billion Nestlé products sold every day.



Nestlé is the world's largest company in Research & Development in the food industry. Around **5,200** specialists are working continuously on better and more innovative products, for example by reducing salt, and using alternatives to sugar and fat.

Worldwide, Nestlé produces thousands of different products. Well-known brands in the Netherlands include:

Nescafé, Maggi, chocolate such as **KitKat** and **Bros**, Nestlé baby food such as **Nestlé PyjamaPapje**, water including **San Pellegrino** and **Vittel**, and Nestlé Purina Petcare with brands like **Felix, Bonzo** and **Purina One**. With our mission Good Food, Good Life, we aim to make high-quality products. Products that can be consumed throughout the day by young and old. Products that people can enjoy.

Nestlé in the Netherlands

The Dutch Headquarters are in Amstelveen. In addition, Nestlé has a production plant in Nunspeet which produces baby food for the Dutch and European market.



In the Netherlands, Nestlé has approximately **900 employees**.



Turnover of Nestlé Netherlands in 2013: **426 million euro**.



CEO of Nestlé Netherlands is **Marc-Aurel Boersch**.

Nutrition and health

We aim to encourage our consumers to make sensible choices, for themselves and for their family. **Good Food, Good Life** is the promise that we make every day, all over the world: a higher quality of life due to good food and beverages, at any time of the day and for a lifetime. The core values of **pleasure, balance and understanding** are inextricably linked to this.

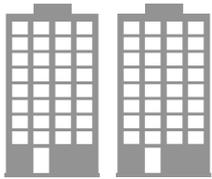
Nutrition also plays an important role in our **Creating Shared Value** principle, with which we aim to create value for the environment in which we operate as a company. Nutrition is the reason of our existence. We want to offer our consumers nutritious products with genuine health advantages and invest in innovation to make this affordable and accessible for everyone.



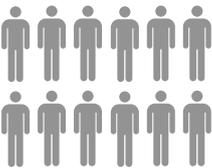
Innovation and renovation Nutritional value of our products

Nestlé is the world's largest food R&D organisation. Specialists are continuously innovating and improving products. For example, they work on reduction of salt levels and investigate alternatives to sugar and fat.

For the development of our products, we rely on scientific research. Some **5,200 employees** (70 nationalities) work at **34 R&D centres** all over the world (3 scientific research centres and 31 product and technology centres). Every year, Nestlé invests **over 1 billion euro in R&D**.



34 R&D centres



5,200 employees



Nestlé invests over 1 billion euro per year in R&D.

Good nutrition and pleasure are inextricably linked to each other. We assess the nutritional value of our products using methodology based on the recommendations by authorities such as the World Health Organization (WHO). This is known as the **Nestlé Nutritional Profiling System**. With this system, we are responding continuously to the latest knowledge and developments in the field of nutrition, health and wellness.

We understand that consumers who are looking for healthier food do not want to make concessions on taste. Therefore, our product range is evaluated regularly by means of our **60/40+ tests** carried out by consumer panels, in order to improve the taste and nutritional value. This ensures that our products meet certain standards for nutritional values and consumer preferences.

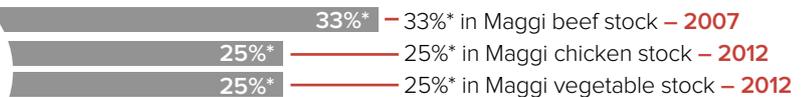
What do we mean by 60/40+?

60/40 relates to obtaining 60% of taste preferences from a group of consumers in a 'blind' panel test alongside the products of our major competitor. The + refers to the analysis of the nutritional value of the product. The aim is to achieve a nutritional value equal to or better than the international criteria for foodstuffs like sugar, saturated fat and salt.

Less salt

Nestlé is aware of the high salt intake of consumers, and its consequences for health.

Since 2005, Nestlé has been working hard to reduce the amount of salt in food. In 2012, Nestlé recipes contained 14,043 tonnes less salt compared to 2005. In the next three years, we will reduce salt content by at least 10% in products with a relatively high sodium content. In the Netherlands, we will make this reduction particularly in our **Maggi** and **Wagner** brands.



* percentage reduction compared to comparable stock products





More vegetables on the plate

The Nutrition Centre (Voedingscentrum) advises adults to eat 200 grams of vegetables per day. The Food Consumption Survey of 2010 shows that Dutch people only eat an average 138 grams per day. 98% of those are eaten with the hot meal. To ensure that people eat enough vegetables, meals prepared with our **Maggi meal mixes** contain the **recommended quantity of vegetables**. This is shown on the front of the package.

Portion size

We want to help consumers compose a **balanced diet**. Over the years, the perception of the right portion size has changed, which means we are eating more and more.

We want to make it as easy as possible for consumers to eat the right quantity at the right frequency, in order for them to find the right balance. Therefore, we give information about portion sizes on packages, we offer products in different sizes and encourage exercise in combination with a healthy diet.

Transparent information

Making an informed decision can be quite difficult.

The **Nestlé Nutritional Compass** helps consumers in this process. The Compass appears on almost all Nestlé products in the Netherlands. You can find all the information about nutritional values at a glance, making it easier to choose a product. Per foodstuff, the quantity is shown per 100 g/ml, per portion and as a percentage of the reference intake (RI).

Goed om te weten
Maak met MAGGI Ovenkrokant een volledig gebalanceerde maaltijd door het te serveren met bijvoorbeeld 200 gram bereoofd en 200 gram aardappelen per persoon

Vragen?
Nestlé Consumentenservice, Postbus 12260, 1100 AZ Amsterdam

WEDERSCHEIDING

WAARDE	per 100 g	per portie	% RI*
Energie	1227 kJ	300 kcal	24%
vetten	23,9 g	3,9 g	4%
eiwitten	25,6 g	3,3 g	5%
vezel	1,1 g	0,1 g	2%
zout	2,1 g	0,3 g	4%

WALDEEP
Per 100 g ingrediënten: 1527 kJ / 360 kcal

Boodschappenlijst
voor 4 personen voor 500 g kipritjes en 1 ei
Een beetje van jezelf...
8 krokante kipdrumsticks...
45 min in de oven op 180°C
Ook heerlijk als borrelhap!

krokante mix voor ovengebakken kip



Rational advertising & marketing

As the world's largest food company, we have a responsibility to promote our products in a way it encourages balanced consumption, especially among children. This is also one of our **Corporate Business Principles**. We do not carry out any direct advertising or marketing aimed at children under 6 years of age. Advertising aimed at children between 6 and 13 years of age remains restricted to products with a nutritional profile that helps follow a healthy, balanced diet, including maximum values for ingredients such as sugar, salt and fat.

Alliances

In order to achieve our objectives in important areas such as science, health and corporate social responsibility, alliances are essential for Nestlé.

Nestlé cooperates as a partner with:

- The Dutch Academy of Nutritional Scientists (NAV)
- The Dutch Association of Dieticians (NVD)
- JOGG (Children at a Healthy Weight) of the Municipality of Amsterdam
- 'Taskforce Zout': this working group, an initiative of the Dutch Food Industry Federation (FNLI), aims at salt (sodium) reduction. It encourages actions to lower sodium levels in foods. Nestlé is one of the partners signed up to this initiative.



Good to know

- In 2013, we renovated **7789 products** to improve their nutritional profile.
- **Maggi** is touring in the Netherlands with **Koken & Co.**, a campaign to inspire consumers with diner variations.
- Nestlé will publish a **Portion book**: a compilation of worldwide guidelines about portion sizes and intake frequency.
- Nestlé is mentioned on the **'Voeding Vooruit' Platform** (previously the 'Zichtboek') of the Dutch Food Industry Federation (FNLI). There, we show our initiatives in the field of nutrition, health and wellness, with concrete examples.

