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Nestlé First to Take Action on Responsible Marketing to Children

- Nestlé is the first Australian company to develop an action plan in response to the Responsible Children's Marketing Initiative
- Nestlé launches global Nutritional Profiling System and Marketing to Children Principles

Sydney Australia - Nestlé Australia continues its leadership role in promoting good nutrition and healthy lifestyles announcing today its action plan to fulfil its commitments to the Responsible Marketing to Children Initiative developed by the Australian Food and Grocery Council (AFGC) and the Australian Association of National Advertisers (AANA).

Nestlé is the first company in Australia to develop an action plan in response to the industry-based initiative. The action plan is based on Nestlé's global Nutritional Profiling System and updated Marketing to Children Communication Principles, which were both also released today.

"Nestlé, as the world's leading nutrition, health and wellness company, has long advocated the importance of not only listening to the concerns of consumers but also acting on those concerns. We believe our action plan is another step in the journey of responsible marketing to children and we take this commitment very seriously," says Ian Alwill, Executive Director, Group Marketing and Communications at Nestlé.

According to Kate Carnell, CEO Australian Food and Grocery Council (AFGC): "It's great to see Nestlé, as Australia's largest food and beverage company, taking the lead on this. It shows that the industry is taking the issue of overweight children and nutrition very seriously."

Nestlé's action plan will include publishing its Nutritional Profiling System by category. The rigorous profiling system, which analyses the nutritional value of Nestlé's products, is one of the most extensive in the world. It spans all 27 food and beverage categories in which Nestlé has products and covers all age groups from children to adults. It is based on recommendations from public health authorities including World Health Organisation (WHO) and US Institute of Medicine.

Products meeting all criteria for the product type will be afforded Nestlé "Nutritional Foundation" (NF) status. This status is Nestlé's guarantee that the product represents an appropriate choice when the consumer, children and/or adult, chooses the product in the context of a healthy, balanced diet.

"We're starting immediately with our 'Roll Ups' product. It does not meet the nutritional criteria. As a result we will cease advertising this product and we're pulling down the website. The product will be reformulated to meet our Nutrition Profiling System," explains Mr Alwill.

Other products to be reviewed because they do not meet the nutritional guidelines include Country Cup® Noodlers® Alphabet in Chicken Flavoured Soup, Wonka® Bertie Beetle, Nestlé Starz IN-CRED-I BITES.

Nestlé will also continue its product renovation program which regularly reviews products against its own criteria as well as local standards including the National Heart Foundation and School Canteen. Some examples of this include Nesquik Plus which was reformulated to reduce sugar and increase calcium contribution and Milo Cereal with reduced sugar levels and increased wholegrain.

Nestlé's action plan also includes:

- Accelerating its product innovation program to develop more nutritionally superior products
- Ensuring only products with an NF appropriate for children 5-12 years based on Nestlé's communication principles will be marketed directly to them
- Sustaining its renovation and innovation program by having qualified nutritionists in each of its five business units
- Continually reviewing the Profiling System and the Nutrition Foundation criteria in light of emerging thinking and developments in nutrition, health and wellness
- Proactively monitoring to ensure compliance with the Responsible Marketing to Children Initiative

Nestlé aims to have its action plan in full effect by January 1, 2009. For more information about Nestlé's Nutritional Profiling System and its Marketing to Children Communication Principles visit www.nestle.com.au

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