

Date: 20 December 2008

Nestlé Takes Artificial Colours and Flavours out of Smarties

Sydney, Australia - Nestlé Australia Ltd today announced it is replacing the artificial colours and flavours in its iconic Smarties product with ingredients derived from natural sources such as Turmeric, Carotene and Spirulina. All existing colors, and the well loved taste, will remain.

"The technical people in our factory have been working for over 12 months to come up with a way to remove the artificial colours and flavours while retaining the brightness and the great Smarties taste that everyone loves," said the General Manager, Confectionery and Snacks for Nestlé Australia, Mr Andrew McIver.

The move is part of the ongoing process of product renovations Nestlé undertakes as technology allows, and is not related to any safety concerns.

"As the world's leading nutrition, health and wellness company, we take into consideration not only the science and the regulations but also consumer sentiment," Mr McIver said.

"Consumers are telling us they prefer products that are as natural as possible. We make these moves as it becomes possible for us to give consumers the high quality products they want at a price they are prepared to pay.

"Smarties is the latest product range to receive this reformulation."

Mr McIver stressed that the use of food additives such as colorants is strictly regulated under existing food laws which in Australia are some of the most stringent in the world.

"As with all food manufacturers, we operate in a strictly regulated environment. All these colours are currently approved by Food Standards Australia New Zealand (FSANZ) and listed as permitted in the Food Standards Guide," Mr McIver said.

The new Smarties will begin flowing through to retail shelves in Australia and New Zealand from January 2009. The reformulated range will be complete in store by April.

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