



Nestlé

Good Food, Good Life



NESTLÉ BRANDS COMPANY

BEVERAGE DIVISION

HEADQUARTERS

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DESCRIPTION

With a focus on convenient, nutritious, and delicious products, the Nestlé Brands Company Beverage Division quenches America's thirst for quality refreshments by producing and marketing some of the nation's best-known beverage brands. From NESCAFÉ® coffee, the world's most preferred coffee brand, to NESTLÉ® NESQUIK® products, a nutritious favorite for kids of all ages, Nestlé's extensive beverage expertise satisfies today's wide range of tastes and needs.

The division has more than 800 associates throughout its manufacturing facilities, corporate office and Beverage-specific sales forces.

BRANDS

The Beverage Division's well-known brands include:

Coffee Breaks:

NESCAFÉ® CLASICO™, NESCAFÉ® FROTHÉ®, NESCAFÉ® ICE JAVA™, NESCAFÉ® TASTER'S CHOICE® instant coffee and NESTLÉ® COFFEE-MATE®.

Thirst Quenchers:

NESTEA® tea products, LIBBY® JUICY JUICE® 100% fruit juices, NESTLÉ® NESQUIK® products, NESTLÉ® Hot Cocoa Mix and NESTLÉ® CARNATION® Malted Milk.

PARENT COMPANY

The Beverage Division is one of five Nestlé Brands Company business divisions. Nestlé Brands Company is part of Nestlé USA, which is owned by Nestlé S.A. of Vevey, Switzerland — the world's largest food company.

POINTS OF INTEREST

- The beverage category is a large, dynamic business that is growing solidly (+4.4% a year) as Americans continue to purchase beverage products that are satisfying, convenient, healthy and offer variety. In the non-alcoholic beverage segment, which is \$120 billion in sales, the Beverage Division participates in over 30% of the category business (based on 2002 statistics).

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**POINTS OF INTEREST
(CONTINUED)**

- The Beverage Division provides a variety of nutritious and delicious beverages for individuals and families:
 - NESTLÉ® NESQUIK® is calcium fortified and provides a delicious way to get your kids to drink more milk.
 - LIBBY'S® JUICY JUICE® is made from 100% juice and provides the daily value of Vitamin C with no sugar added.
 - NESTLÉ® Hot Cocoa provides hot chocolate warmth for cold days in several varieties including: Sugar Free and Calcium Fortified.
 - NESTLÉ® COFFEE-MATE® is your Coffee's Perfect Mate, enhancing every cup of coffee. It is also lactose and cholesterol free, with fat free options to meet your creaming needs.
 - NESCAFÉ® FROTHÉ® and NESCAFÉ® ICE JAVA™ give you a coffee house experience in the comfort of your own home from the world's #1 coffee brand, NESCAFÉ®.
 - NESCAFÉ® TASTER'S CHOICE® instant coffee is 100% coffee in a convenient instant form with all of the taste of brewed coffee.
 - NESTEA® quenches your thirst for a refreshing beverage in two unique forms: NESTEA® Concentrate and Powder.
- Currently, the Beverage Division has a long-term strategic operations alliance with Ocean Spray Cranberries, Inc., that enables both companies to significantly increase manufacturing and supply chain efficiency. Ocean Spray shares similar business values, in particular their commitment to high-quality manufacturing standards. By capitalizing on each company's best practices, both Nestlé and Ocean Spray are equipped to continue to grow in the highly aggressive juice category.
- For more information on our delicious beverages please go to:
 - Coffee-mate.com
 - JuicyJuice.com
 - Nescafeusa.com
 - NestleHotCocoa.com
 - Nesquik.com
 - Nestea.com
 - TastersChoice.com

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Named one of “America’s Most Admired Food Companies” in *Fortune* magazine for the eighth consecutive year, Nestlé USA provides quality brands and products that bring flavor to life every day. From nutritious meals with STOUFFER’S® LEAN CUISINE®, to baking traditions with NESTLÉ® TOLL HOUSE®, to advancing life for pets with PURINA®, Nestlé USA makes delicious, convenient, and nutritious food and beverage products that enrich the very experience of life itself. That’s what “Nestlé. Good Food, Good Life” is all about. Well-known Nestlé brands include: NESTLÉ® TOLL HOUSE®, NESTLÉ® NESQUIK®, NESTLÉ® COFFEE-MATE®, NESTLÉ® GOOD START®, STOUFFER’S®, STOUFFER’S® LEAN CUISINE®, HOT POCKETS® and LEAN POCKETS® brand sandwiches, NESCAFÉ®, NESCAFÉ® TASTER’S CHOICE®, LIBBY’S® JUICY JUICE®, BUITONI®, POWERBAR®, NESTLÉ® CRUNCH®, NESTLÉ® BUTTERFINGER®, WONKA®, PURINA® DOG CHOW® and CAT CHOW®, PURINA® FRISKIES®, and PURINA® TIDY CATS® and TIDY CATS CRYSTALS®. Nestlé USA, with 2004 sales of \$12.5 billion, includes Nestlé Brands Company, Nestlé Prepared Foods Company, Buitoni North America and Nestlé Purina PetCare Company. Nestlé USA is part of Nestlé S.A. in Vevey, Switzerland — the world’s largest food company with 2004 sales of \$69.9 billion. For product news and information, visit Nestleusa.com or NestleNewsroom.com.

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