



nutrition *in action*

Nestlé is the world's largest food and beverage company with a history of providing quality products supported by an expertise in nutrition, health and wellness.

Nestlé is a *Good Food, Good Life* Company

Nestlé's Pledge To Your Health

Good Food, Good Life is all about nutritious and delicious food and beverages that can be enjoyed by every member of the family and for every way of life. Whether it's a family dinner, holiday baking or a quick lunch break, we provide a variety of portion- and calorie-controlled meals, low-fat offerings and whole-grain products that taste good. We're committed to reducing sugar and sodium in many of our brands, and we provide easy-to-understand nutritional information to help people make smart choices.

A Worldwide Leader In Health Science Nutrition

Nestlé is strongly committed to innovation through product development. Nestlé S.A. has the world's largest privately-funded nutrition research and development organization, consisting of 28 research, technology and product development centers that employ more than 5,000 people.

We Make Products Better For You

Nestlé is continually working to make our food and beverages tastier and more nutritious. Here are just a few examples of how we're leading the way in helping people embrace healthy lifestyles.



Providing you with Nutritious, Great-Tasting Food and Beverages

Reducing Sodium, Fat and Sugar

- Nestlé USA has been steadily reducing sodium levels across brands, while simultaneously improving their nutritional and taste profiles. We have committed to decrease the sodium content in our products by another 10% by the year 2015. This initiative includes our STOUFFER'S®, LEAN CUISINE®, BUITONI®, HOT POCKETS® and LEAN POCKETS® brands, which will undergo gradual but steady recipe changes in order to bring down sodium levels without impacting taste.
- For NESTLÉ® NESQUIK® Ready-to-Drink, we have moved from full-fat to low-fat (1%) milk, reducing calories by 35%. In 2014, we will have reduced sugar to 10.6 grams and that's a 25% reduction in sugar since 2011. And, for NESTLÉ NESQUIK Powder, we removed 25% of sugar, reducing calories by 33%.

(continued on page 2)



Providing you with Nutritious, Great-Tasting Food and Beverages (continued)



Reducing Sodium, Fat and Sugar

(continued from page 1)

- NESTLÉ® LA LECHERA® Fat-Free Sweetened Condensed Milk has the same creamy, sweet taste as the original product without the fat.
- Containing half the sugar and half the calories of sweetened condensed milks, NESTLÉ® LA LECHERA® 50% Less Sugar is the condensed milk category's only reduced sugar item.
- For those controlling their sugar intake, Nestlé offers a wide variety of diabetic-friendly products, including NESTLÉ® COFFEE-MATE® Sugar Free Creamers, NESTLÉ® Hot Cocoa Mix No Sugar Added, Sugar Free NIPS®, selected LEAN CUISINE® varieties, DREYER'S/EDY'S® SLOW CHURNED® No Sugar Added Light Ice Cream, SKINNY COW® No Sugar Added Vanilla Ice Cream Sandwiches, and DREYER'S/EDY'S® OUTSHINE® No Sugar Added Fruit Bars.

Offering Healthier Products

- The Power of Pumpkin is showcased in just one delicious serving of LIBBY'S® 100% Pure Pumpkin, as it contains a rich source of nutrients while being low in calories and fat, and is naturally sodium-free. This American tradition, known for Thanksgiving pumpkin pie and other indulgent holiday favorites, is now recognized for its superior nutrition benefits.



- NESTLÉ® COFFEE-MATE® has introduced NESTLÉ® COFFEE-MATE® NATURAL BLISS®, the first all-natural flavored coffee creamer. COFFEE-MATE NATURAL BLISS is made of only four simple ingredients (milk, cream, sugar and natural flavor) and comes in four delicious flavors: Sweet Cream, Vanilla, Low Fat Vanilla and Low Fat Chocolate.
- NESTLÉ® RAISINETS® are sun-ripened, plump, juicy California raisins drenched in rich, creamy NESTLÉ® Classic Milk Chocolate or Dark Chocolate. RAISINETS have 30% less fat than the leading chocolate brands, and a half serving of fruit in every quarter-cup serving.



- DREYER'S/EDY'S® SLOW CHURNED® Light Ice Cream has all the creamy taste of regular ice cream, but with half the fat and a third fewer calories than regular ice cream. Available in more than 20 iconic ice cream flavors—from Mint Chocolate Chip to Rocky Road—the SLOW CHURNED brand has quickly become a better-for-you family favorite.

- FROSTY PAWS® Frozen Treats for Dogs are fortified with high-quality protein, vitamins and minerals that help dogs stay on track for good health. With no added sodium, sugar, artificial flavors or artificial colors, dogs can enjoy the Original or Peanut Butter flavor for a cool, nutritious treat.



DREYER'S/EDY'S® OUTSHINE® Fruit Bars brand offers frozen fruit bars that help you *snack brighter™*. Made with real fruit or fruit juices, they taste as good as they make you feel — refreshed from the inside out! The OUTSHINE® brand introduces six new flavors — four seasonal picks (all 90 calories or less per bar) and two Coconut Waters bars with 60 calories per bar — the first national coconut water-based frozen fruit bars to reach grocery and supermarket shelves.

Providing you with Nutritious, Great-Tasting Food and Beverages (continued)

Offering Healthy Beverages

- NESTLÉ® NESQUIK® products encourage children and adults alike to get the important nutrients they need from milk. NESQUIK Powder has 25% less sugar than the leading syrup and is a good source of calcium, vitamin C and other essential nutrients. The ready-to-drink variety comes in six delicious flavors and is easy to drink on-the-go. NESQUIK 100 Calorie No Sugar Added Low Fat Chocolate Milk delivers a delicious portion-controlled 8 oz. (1 cup) option that has 40% fewer calories than other low fat flavored milks.
- NESTLÉ® COFFEE-MATE® offers sugar-free, low fat and fat-free varieties. Our sugar-free liquid varieties have reduced calories by 57% and our sugar-free powder varieties have reduced calories by 50%.
- NESTLÉ® JUICY JUICE® Fruitfuls is a naturally refreshing way to give kids one serving (1/2 cup) of fruit in a 6.75 oz. juice box with 35% less sugar than regular juices. Available in four delicious flavors that kids love: Apple Quench, Punch Splash, Berry Cherry Burst, and Orange Strawbana Blast.
- OVALTINE®, the classic vitamin- and mineral-fortified beverage found in homes for more than 100 years, has introduced a new recipe that eliminates artificial flavors, includes natural sources of color, and serves as a good source of 12 essential vitamins and minerals. When mixed with milk, one serving of OVALTINE provides

kids and adults with 40% of the recommended amount of calcium and 35% of vitamin D, with no artificial sweeteners.



Adding Whole Grains

- BUITONI® refrigerated pastas and sauces reflect the growing emphasis on the nutritional value of whole grains, with some pasta made with 100% whole durum wheat flour, which contains 5-6 grams of fiber per serving. In addition, more than 30 of our varieties are available as All Natural.
- LEAN POCKETS® brand sandwiches offer 12 delicious varieties made with a whole grain crust. Each sandwich offers at least 16 grams of whole grain per serving, 8 grams of fat or less, and 270 calories or less.



Adding Benefits

- NESTLÉ® NIDO® is a nutritional milk powder that addresses the developmental needs of children by age group and growth stage. NESTLÉ® NIDO® 1+, tailored towards children ages 1-3 years, contains PREBIO 1, a prebiotic that helps support a child's healthy digestive system. NIDO 1+ also contains vitamins and minerals, plus a great honey taste.
- New NESTLÉ® NIDO® Escencial is a nonfat dry milk powder fortified with Vitamins A and D that provides essential dairy nutrition. NIDO Escencial delivers the same great NIDO taste that families love from the brand they trust—at an affordable price.



Providing Calorie and Portion-Control Solutions

- New LEAN CUISINE® Salad Additions are restaurant quality salad entrées that can be prepared in minutes, right from your freezer. The product features premium ingredients including grilled white meat chicken, crisp vegetables, culinary-inspired dressing and satisfyingly crunchy toppings. All you need to do is BYOL™—bring your own lettuce!

(continued on page 4)



Providing you with Nutritious, Great-Tasting Food and Beverages (continued)

Providing Calorie and Portion-Control Solutions

(continued from page 3)

- Available in six varieties, LEAN CUISINE® Honestly Good™ entrées feature whole chicken breast and fish filets, farm-selected vegetables and whole grain rice and pasta as well as 100% recyclable outer sleeve packaging.
- LEAN POCKETS® offers four collections of sandwiches, all with 9 grams of fat or less, 0 grams of trans fat and 340 calories or less per serving: LEAN POCKETS® brand Sandwiches Originals, LEAN POCKETS® brand Pretzel Bread Sandwiches, LEAN POCKETS® brand Stuffed Quesadilla and LEAN POCKETS® brand Made with Whole Grain.
- The SKINNY COW® brand has introduced new Divine Filled Chocolates—great-tasting milk chocolate pieces with creamy centers of rich caramel or smooth peanut butter crème. Each single serve-package contains three satisfying pieces for only 130 calories.
- SKINNY COW® boasts four delightfully delicious and satisfying candy treats that are low in calories.
 - SKINNY COW® DREAMY CLUSTERS candy are bite-sized treats with crunchy crisps, drenched in creamy caramel and covered in either rich milk chocolate or decadent dark chocolate.
 - SKINNY COW® HEAVENLY CRISP candy bars are delicate wafers, layered with either smooth peanut butter or chocolate crème, and drenched in a luscious chocolaty coating.



- Many Nestlé confections such as NESTLÉ® CRUNCH® Bar, BUTTERFINGER® Bar and WONKA® candy are available in smaller “fun” or miniature sizes. These individually wrapped, bite-sized snacks offer the same great taste as the regular products, but in portion-controlled pieces with fewer calories.

- In a perfectly portioned size, the HÄAGEN-DAZS® brand offers HÄAGEN-DAZS single serve cups in ice cream and Gelato. These are the same delectable flavors you love from the HÄAGEN-DAZS brand, but in a perfect 3.6 oz. individual size.



- DREYER'S and EDY'S® SLOW CHURNED® Light Ice Cream single serve cups dish up half the fat and a third fewer calories with all the taste of regular ice cream in a perfectly-portioned 5.8 oz. individual serving. Also available in Grand flavors.



- The SKINNY COW® line of indulgent, low fat ice cream snacks offers ice cream sandwiches, cones and bars including new Salted Caramel Pretzel Ice Cream Candy Bars, and Cookies 'n Dough Ice Cream Candy Bars. The brand has also introduced new Limited Edition Pretty in Pink Velvet Truffle Bar (100 calories), Snickerdoodle Sandwich (140 calories) and Chocolate Covered Cherry Cone (150 calories) in addition to portion control 5.8 oz. low fat ice cream cups.



- The NESTLÉ® DRUMSTICK® brand offers its popular lineup of snack size NESTLÉ DRUMSTICK LIL' DRUMS™ sundae cones. Each fun-filled carton comes with twelve cones that are 120 calories or less. Two new flavors include CinnaMunch™—a Cinnamon Cake cone with caramel syrup, topped with peanuts and Vanilla cone with cinnamon caramel syrup, topped with praline peanuts.



LEAN CUISINE® offers four collections of delicious, portion-controlled entrées. Find your must-have dishes at www.leancuisine.com, including 90 varieties with no preservatives.

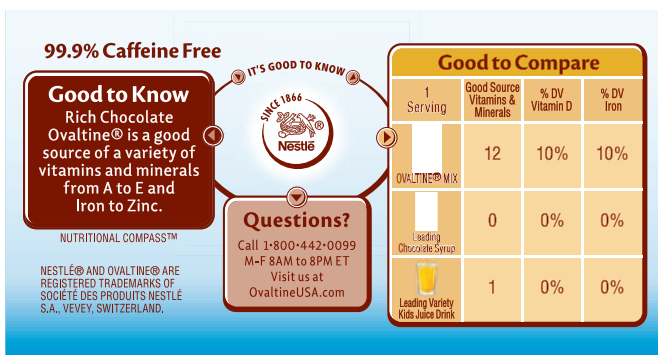
- **Culinary Collection:** delicious, chef-inspired culinary creations.
- **Spa Collection™:** perfectly prepared ingredients like veggies and whole grains finished with lighter-tasting, flavorful sauces.
- **Market Collection™:** fresh flavors of crispy veggies, premium meat, and al dente pasta steamed to perfection.
- **Simple Favorites™:** tasty, go-to favorites perfect for everyday.

Providing Nutrition Information and More

Nestlé recognizes that maintaining a healthy lifestyle requires making smart decisions—both big and small. That's why we make a wide range of nutrition and health information easy to access through our nutrition labels, tools, website and more.

Nestlé NUTRITIONAL COMPASS™

Nestlé has recently enhanced our NUTRITIONAL COMPASS system to help consumers make more informed choices about a healthy balanced diet and lifestyle. The NUTRITIONAL COMPASS, found on 97% of Nestlé packages worldwide, is designed to be a clear, transparent back-of-pack labeling guide that goes beyond simply listing figures to help consumers choose not only a healthier, but also a tastier product.



Facts Up Front

Nestlé USA has joined the Grocery Manufacturers Association (GMA) and the Food Marketing Institute (FMI) to introduce a new front-of-pack nutrition labeling system—Facts Up Front—to food and beverages across our portfolio. Facts Up Front features calories and nutrient-based labeling that displays important nutrition information from the Nutrition Facts Panel in a simple and easy-to-use format on the front of food and beverage packages. More information can be found at www.FactsUpFront.org.

220
CALORIES
PER BAR

60/40+

Nestlé invests in continuous product innovation and renovation through our unique 60/40+ testing process to improve the taste and nutritional value of our products. The program has two objectives: preference of at least 60% of consumers in a blind taste test against competitors, and an added nutritional “plus.”

Commitment to Nutrition, Health & Wellness

HEALTHY STEPS FOR HEALTHY LIVES®

Nestlé in the United States has partnered with the National Education Association (NEA)—the nation's largest professional educators' organization—to expand our nutrition and physical activity resources for teachers. The *Healthy Steps For Healthy Lives* program provides a variety of fun, easy-to-use instructional activities that teach K-6 students about being healthy.

The program is part of the Nestlé Healthy Kids Global Program—a larger global commitment by Nestlé to create shared value through nutrition, health and wellness awareness among school age children.

Feeding America

Nestlé USA plants and distribution centers work with local Feeding America-affiliated food banks to supply products on an ongoing

basis. As a leadership partner, we have donated 154 million pounds of food, given \$700,000 through cause marketing programs, and held food drives and volunteer events across the country.



Commitment to Nutrition, Health & Wellness (continued)

Healthy Weight Commitment Foundation (HWCF)

Nestlé USA has joined a coalition of retailers, food and beverage manufacturers and non-governmental organizations for the Healthy Weight Commitment Foundation (HWCF), a national, multi-year effort designed to help reduce obesity—especially childhood obesity—by 2015. HWCF promotes the concept of energy balance—balancing calories consumed as part of a healthy diet with calories expended by physical activity—to consumers in the marketplace, to employees through workplace programs and to children in schools. For more information, go to www.healthyweightcommit.org.

Together Counts

Together Counts™ is a nationwide program we're sponsoring to encourage more active and healthy living. The idea is to balance meals with activities—and do them together.

The program's mission is to give people across the country simple and fun ways to get active and healthy together; to create a lively community where teams can unite for their common good, and share their wins with one another; to create a program where members can strengthen their relationships through an online experience that joins active bodies with healthy bonds.

Children's Food & Beverage Advertising Initiative



Nestlé USA is a member of the Children's Food and Beverage Advertising Initiative (CFBAI).

As part of our pledge, we only advertise healthier dietary choices to children between the ages of six and eleven, such as NESTLÉ® JUICY JUICE® and some varieties of NESTLÉ® NESQUIK® flavored milk. Nestlé does not advertise or market to children under six on a global basis.

Produce for Better Health

LEAN CUISINE® has joined the Produce for Better Health (PBH) Foundation and is a proud supporter of the Fruits & Veggies—More Matters® initiative. The brand represents a national health initiative aimed at helping consumers to easily incorporate more fruits and vegetables into their daily meals. In simple, user-friendly ways, the website for the Fruits & Veggies—More Matters initiative offers expert cooking advice, nutrition information and shopping tips.

lean
cuisine.

Operation Smile

For nearly a century, inspiring a smile has been at the core of the DREYER'S/EDY'S® brand heritage. For a second year, SLOW CHURNED® Light Ice Cream is partnering with Operation Smile, an international children's medical charity, to give consumers "A Reason to Smile." For every "ice cream smile" story submitted on DREYER'S/EDY'S Facebook page, \$5 will be donated to Operation Smile. By year end, the effort hopes to make possible 500 reconstructive surgeries to children in need around the globe.



USDA National Strategic Partnership

To help promote the Dietary Guidelines for Americans, Nestlé USA has become a National Strategic Partner with



the U.S. Department of Agriculture's (USDA) Nutrition Communicator's Network. As a partner, several Nestlé USA brands will develop a series of innovative communications efforts to promote the Dietary Guidelines Consumer Messages, encouraging consumers to make healthier food choices and exercise more.

Whole Grains Council

Nestlé USA is a member of the Whole Grains Council, which helps consumers find whole grain foods and understand their health benefits. The Whole Grains stamp, which makes it easy for shoppers to spot whole grain foods, can be found on some BUITONI® and LEAN POCKETS® branded products made with whole grains.

Meet our Nutritionists

Behind every Nestlé product is a team of product developers, designers and nutritionists. Here are some of our nutritionists and dietitians who are leading the way throughout the company in helping consumers make informed decisions and embrace healthy lifestyles.



Cassie Hoover, M.S., RD
Nutrition, Health and Wellness Manager,
Confections and Snacks Division
Nestlé USA

What I do: As a dietitian, I am constantly leveraging my training and education to serve as a subject matter expert on nutrition, helping guide communications about nutrition and health, and assessing our current product portfolio and recommending potential product improvements.

"Our goal is to deliver foods and beverages with the perfect balance of taste and nutrition, and that is what we strive to do every day—delight the consumer."



Kristen Lazaroff, RDN, LD
Regulatory & Scientific Affairs
Nestlé Prepared Foods

What I do: As a Registered Dietitian & Nutritionist in Regulatory & Scientific Affairs, I am able to provide guidance to ensure our product's messaging keeps our consumer's best interests in mind, so they can make informed decisions and embrace healthy

lifestyles. I also work to influence nutrition and labeling regulations and guidelines that are not only helpful for consumers, but appropriate for our business.

"I aim to share my passion for nutrition, health and wellness in my personal and professional interactions by making a healthy lifestyle approachable. Healthy steps are much easier (and more fun!) when they work for you by fitting in with your current lifestyle. Making small changes work for you rather than you working for them is what it's all about for lasting change."



Karen Jensen, RD, MBA
Regulatory and Scientific Affairs
Nestlé Pizza Division

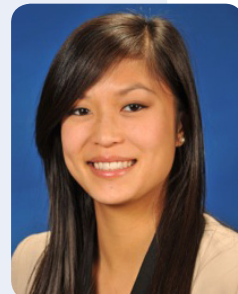
What I do: I work side-by-side with Marketing, Quality, Packaging and Marketing as we introduce new products or modify existing ones. My role is to serve as a liaison between the Pizza Division and the USDA/FDA to ensure that our products comply with regulations and that the labeling is clear to consumers.

"As a Registered Dietitian, I apply my knowledge of ingredients and nutrition to the Regulatory role. Nutrition is also a big part of my home life as I plan menus and share food with my family and friends."

Suzie Lee, RD
Regulatory & Scientific Affairs
Nestlé USA

What I do: I work to ensure that Nestlé foods meet the requirements set by our government as well as our own company in order to deliver products that our consumers can trust. As a Registered Dietitian, it is wonderful to be a part of the Nestlé initiatives to improve the nutritional quality of our foods as well as to educate consumers using our own packaging with elements like the Nutritional Compass.

"I am committed to a lifestyle balanced with good nutrition and regular physical activity. I aim to spread my passion for food and nutrition to others and help those in need to reach their nutrition and wellness goals."



Rhonda Richardson
Nutrition Communication Manager

What I do: Working at Nestlé allows me the opportunity to have an impact on the products that we offer, along with providing positive messages and programs to help consumers on their wellness journey. It's always good to hear that you have made a difference in someone's life.

"I'm in love with every aspect of food and nutrition, so I'm passionate about making health and nutrition approachable. I wish I could get everyone as excited as I feel, because for me food and nutrition is life."



Carol Savage, MS, RD
Nutrition, Health and Wellness Manager
Beverage Division, Nestlé USA

What I do: As a nutrition expert I support the Nutrition, Health & Wellness strategy for the Beverage brand teams and work collaboratively with marketing, regulatory, technical and communications to drive our brand's nutritional strategies. I help bring the "+," Nutritional Assessment (NA) and Nutritional Competitive Advantage (NCA) to life by guiding product development to meet Public Health Sensitive Nutrition factors and strive for a nutritional competitive advantage.

"As the mother of two, I know the challenges families face trying to make healthy meals their kids will eat and encouraging physical activity as part of their daily routine. Parents can be role models in how we incorporate nutrition, health and wellness in our lives to influence our families and friends in a positive way."

