



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 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.
- NESTLÉ® COFFEE-MATE® Natural Bliss® is now available in Low Fat Vanilla. It's the delicious, natural way to enhance your coffee, with a touch of vanilla flavor and just 20 calories per serving.



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



Reducing Sodium, Fat and Sugar

(continued on page 2)

- 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®, select LEAN CUISINE® varieties, and more.

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: Caramel, Sweet Cream, Vanilla, and Low Fat Vanilla.



- NESTLÉ® RAISINETTS® are sun-ripened, plump, juicy California raisins tucked in rich, creamy Nestlé Classic Milk Chocolate or Dark Chocolate. RAISINETTS have 30% less fat than the leading chocolate brands, and ½ serving of fruit in every ¼ cup serving.
- 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 and EDY'S® Fruit Bars brand offer two powerful super fruit flavors in its popular frozen snacks line. Pomegranate and Açai Blueberry are not only bursting with tart and tangy flavor, but also packed with a healthy dose of free radical-fighting antioxidants.

Providing 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 Lowfat Chocolate Milk delivers a delicious portion-controlled option that has 40% fewer calories than other low-fat flavored milks.
- NESTLÉ® COFFEE-MATE® offers sugar free, low-fat and fat free varieties. Great taste never had so many options.
- New NESTLÉ® JUICY JUICE® Fruitiful™ is a naturally refreshing way to give kids one full serving of fruit 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 with 40% of the recommended amount of calcium and 35% of vitamin D.
- New NESCAFÉ® MEMENTO™ is an expertly crafted line of foaming, single-serve café beverages. Easy to enjoy while on-the-go, the small powder pack unlocks creamy coffee drinks simply by adding hot water. NESCAFÉ MEMENTO's affordable, guilt-free beverages are only 100 calories per cup. Made with real coffee, milk and sugar, they're available in three flavors: Caramel Latte, creamy Cappuccino and rich chocolate Mocha.



Adding Whole Grains

- The most recent example of Nestlé's dedication to offering sound nutrition balanced with great taste is STOUFFER'S® FARMERS' HARVEST™. The FARMERS' HARVEST line includes family size meals and individual servings of classic but updated favorites like Macaroni & Cheese and Lasagna. FARMERS' HARVEST provides added nutrition that comes from high-quality ingredients such as sea salt, olive oil, real cheese, whole grains and vegetables.
- 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 probiotic 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 Nutritious, Great-Tasting Food and Beverages (continued)

Providing Portion-Control Solutions

- 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
- LEAN POCKETS® brand Made with Whole Grain



- Enjoy the great taste of DIGIORNO® in a portion size that's right for you. DIGIORNO 200 Calorie Portions have Italian-inspired ingredients on a thin, crispy crust with fresh-baked taste to appeal to any pizza lover.

- SKINNY COW® has introduced 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 chocolate 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 fat free sorbet. 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 Snack Size Cups dish up half the fat and a third fewer calories with all the taste of regular ice cream in a perfectly-portioned individual serving.



- The SKINNY COW® line of low-fat ice cream snacks offers ice cream sandwiches, cones and bars including new indulgent SKINNY COW® Slimmed Editions™ Mmmocha Truffle Bar, Oh Fudge Nuts! Cone and Best of Both Swirleds Sandwich, all with a rich taste and just 100-150 portion-controlled calories. SKINNY COW also “stirs” up excitement in the Better-for-You category with two indulgent Slimmed Edition SHAKE-STIRS™ — Double Chocolate Crumble and White Mint Cookie for mid-afternoon snackers.

- The NESTLÉ® DRUMSTICK® brand offers its popular lineup of snack size NESTLÉ® DRUMSTICK® LIL' DRUMS™ sundae cones. Each fun-filled carton comes with ten cones that are 120 calories or less.
- Made with real fruit and and a good source of Vitamin C, DREYER'S and EDY'S® Snack Size Fruit Bars make it easy to snack healthier. Available in a 1.5 oz. snack size, these frozen delights are low in calories (50 calories each) and big on flavor.



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 labeling guide that goes beyond simply listing figures to help consumers choose not only a healthier, but also a tastier product.

Nutritional Labeling

Nestlé offers on-package information that provides consumers with relevant, easy-to-understand nutrition information.

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.”

99.9% Caffeine Free

Good to Know
Rich Chocolate Ovaltine® is a good source of a variety of vitamins and minerals from A to E and Iron to Zinc.

IT'S GOOD TO KNOW
SINCE 1866
NESTLÉ

Good to Compare

1 Serving	Good Source Vitamins & Minerals	% DV Vitamin D	% DV Iron
OVALTINE® MIX	12	10%	10%
Leading Chocolate Servings	0	0%	0%
Leading Variety Kids Juice Drink	1	0%	0%

Questions?
Call 1-800-442-0099
M-F 8AM to 8PM ET
Visit us at
OvaltineUSA.com

NUTRITIONAL COMPASS™
NESTLÉ® AND OVALTINE® ARE REGISTERED TRADEMARKS OF SOCIÉTÉ DES PRODUITS NESTLÉ S.A., VEVEY, SWITZERLAND.

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-3 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, gave \$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. For more information, visit www.TogetherCounts.org.



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.

lean cuisine. 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.

Operation Smile

For nearly a century, inspiring a smile has been at the core of the DREYER'S/EDY'S® brand heritage. 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" photo uploaded to DREYER'S/EDY'S Facebook page, \$5 will be donated to Operation Smile. By year end, the effort will have delivered 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.

Communities Take Root

DREYER'S/EDY'S Fruit Bars launched the third year of its groundbreaking "Communities Take Root" program in Spring 2012. By year-end, in partnership with the Fruit Tree Planting Foundation, DREYER'S/EDY'S Fruit Bars will have planted 60 fruit orchards and 1,600 fruit trees in deserving communities across the U.S., providing an on-going source of fresh fruit for generations to come. Consumers of all ages were invited to select the 17 recipients of each orchard to be planted this year. See all winning communities at www.communitiestakeroot.com.

Meet our Nutritionists

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



Cassie Hoover, M.S., RD
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, RD
Nestlé USA
Regulatory & Scientific Affairs

What I do:

I provide a regulatory perspective for new and renovated products including labeling, claims and ingredients, and ensure that our products comply with government regulations and Nestlé policies.

“I aim to spread Nutrition, Health & Wellness in my life by sharing my passions of running and cooking with others. I strive to be a role model to young students and children by sharing nutrition messages at schools and in my personal life.”



Katie Gibson, RD, LD
Nestlé USA
Regulatory & Scientific Affairs

What I do:

Working at Nestlé gives me the opportunity to express my passion for food and nutrition. I provide nutrition and labeling guidance to ensure consumers are able to make informed choices, so they can incorporate our products into a healthy lifestyle.

“With today’s busy lifestyles, it’s important to make wellness a priority. Spending time gardening and cooking meals with my family are two ways that I can incorporate Nutrition, Health & Wellness into my life.”

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 along the way. It’s 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 nutrition and health approachable to everyone I interact with. I wish I could get everyone excited about food and nutrition the same way I feel about it because for me food and nutrition is life.”