

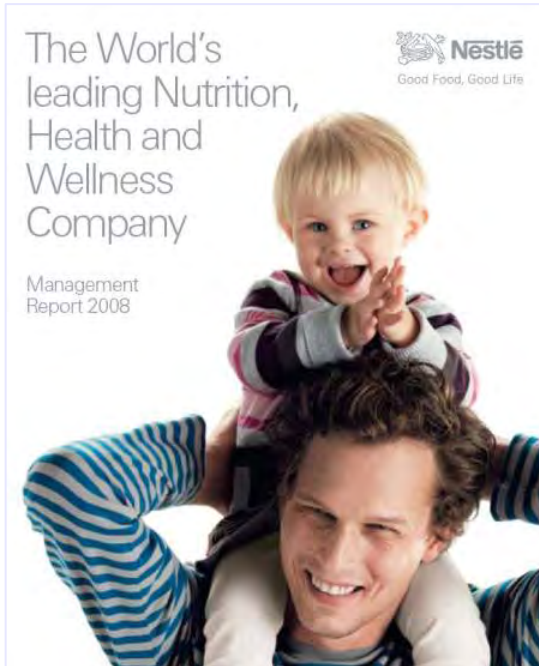


Food Products for Health and Wellbeing

Global and Local Developments

Hilary Green, Head of R&D
Communications

19th Annual IAMA World Forum, 20–23 June,
Budapest



- CHF 109.9 billion sales in 2008
- CHF 18 billion net profit in 2008
- Over 280,000 employees
- 456 factories in 84 countries
- 10,000 different products

Global presence since the late 1800s



First markets

1868 USA

1867 Switzerland

1870 Australia, Egypt

1860–1870 Germany,
France, Netherlands,
UK, Italy, Belgium,
Spain

First factories

1882 USA

1866 Switzerland

1908 Australia

GLUTINERIA ITALIANA
& PASTIFICI



FORNITORI DELLA REAL CASA
D'ITALIA

FORNITORI DELLA REAL CASA
DI GRECIA

VIO & FIGLI BUTTONI
SANSEPOLCRO (TOSCANA)

STAR S. IAPI - CITTA DI CASTELLO



Longstanding local presence

- Long-standing tradition and history in many countries
- Local people with in-depth knowledge and understanding of local markets

Maggi: A global brand with local origins



USA



Brazil



Middle East



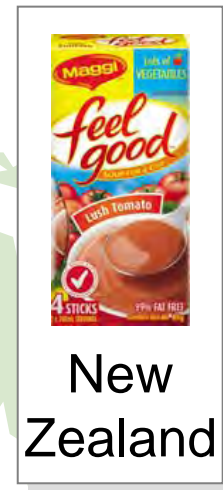
Hungary



India



Taiwan



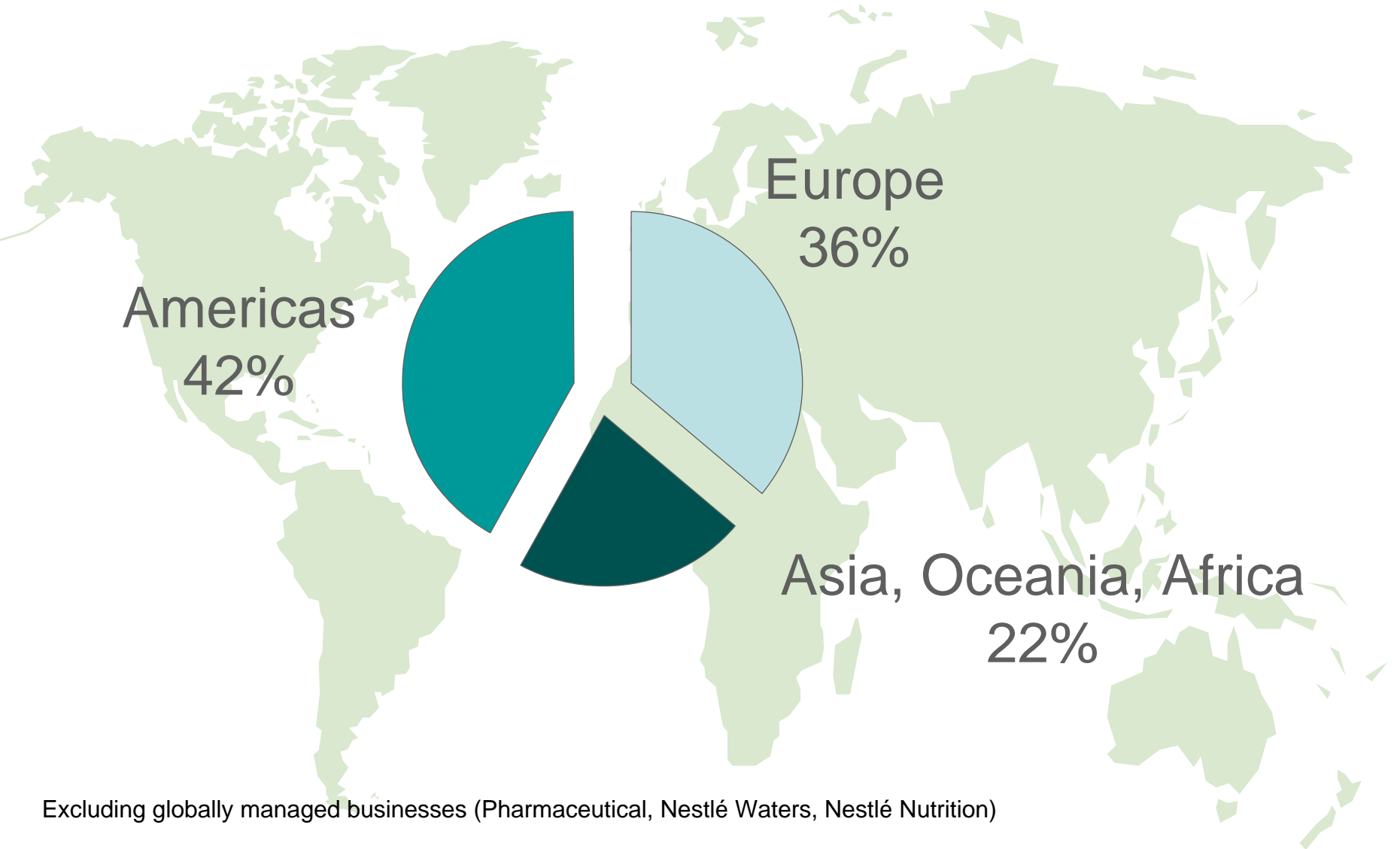
New Zealand



1882 Julius Maggi created powdered instant pea and bean soups commissioned by the Swiss Public Welfare Society

Sales by Region

Percent of total F&B Sales in 2008



Excluding globally managed businesses (Pharmaceutical, Nestlé Waters, Nestlé Nutrition)

Global R&D ...



- 27 R&D centres world-wide
- 5,000 people
- CHF 1.98 billion investment in 2008



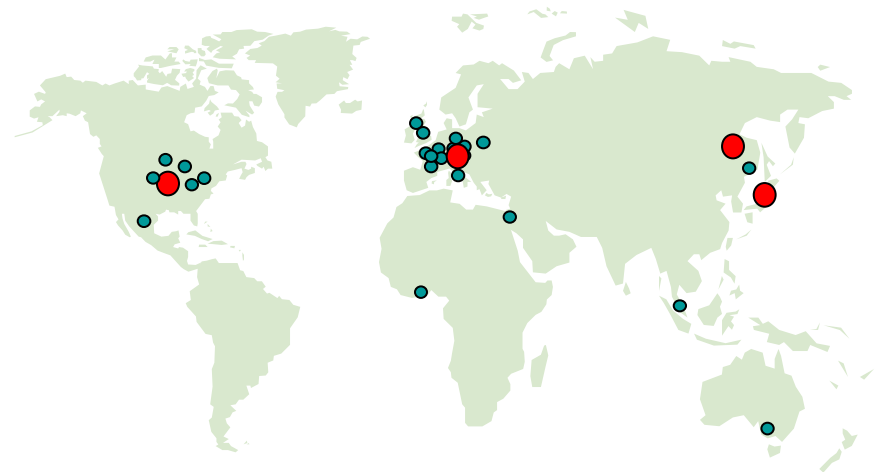
Global Science and Research

– Lausanne

– St Louis

– Beijing

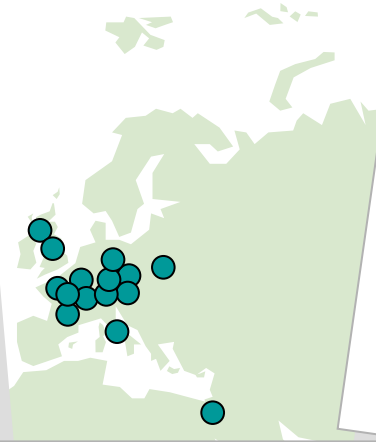
– Tokyo



... local know-how



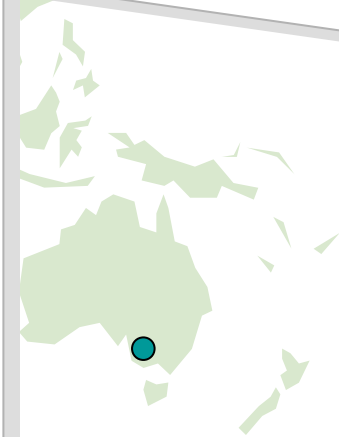
Sansepolcr



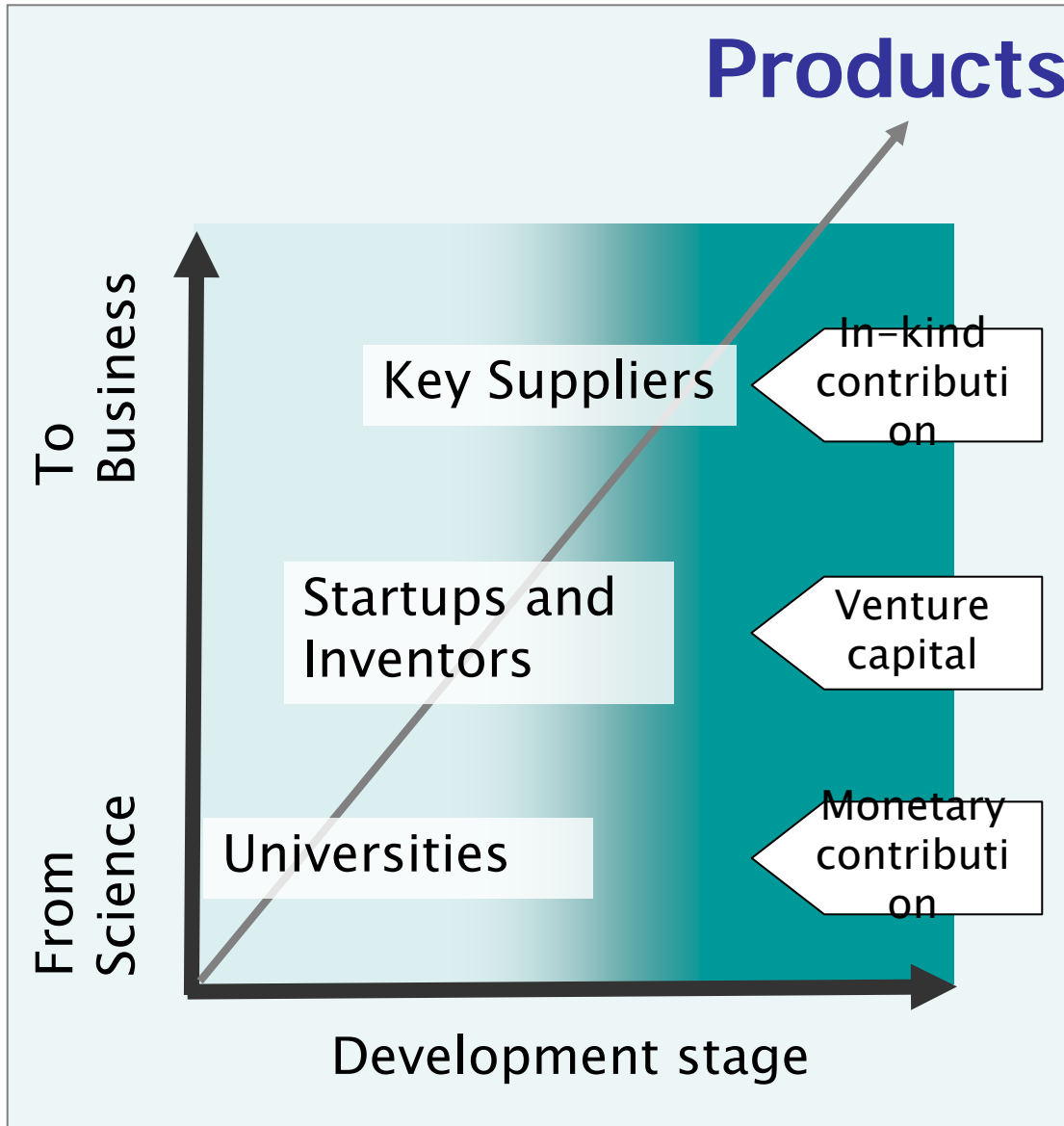
Beijing



Abidjan



Innovation Partnerships



Nestlé Nutrition Council

Established in 1978



Nestlé's Nutrition Policies

Food Fortification, Trans Fatty Acids, Sugar, Salt

Nutrition Topics

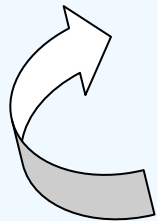
Whole Grain, Iron, Obesity, Low-Carbohydrate Diets, Glycemic Index

Open Innovation



27 Nestlé R&D Centres

Expert Networks



Nestlé Nutrition Council

Nestlé Research

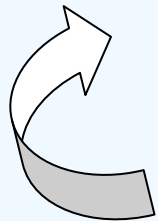


Open Innovation



27 Nestlé R&D Centres

Expert Networks



Nestlé Nutrition Council

Nestlé Research



**280
Application
Groups**

Markets

Consumers

Innovation in coffee: Nescafé



2000 and beyond: Mixes, foams, wellness propositions

2006: Dolce Gusto

2000: GES Extraction
– Gold blend relaunched

1970s and 80s: New blends

1965: Freeze-dried

1952: 100% pure coffee

1938

Soluble coffee

- Coffee extract
- 80:20 coffee:chicory
- caffeine-free



Nestlé tailors its products to suit local tastes and needs

Over 200 different blends of Nescafé to meet consumers' expectations



Poland



Europe



Malaysia



Africa, Greece
Russia, Israel



Switzerland



Japan



Russia

Meeting local nutrition needs



19 billion iodine-enriched Maggi cubes sold in Central and West Africa each year



Meeting local tastes



Foods must taste good

- A food not eaten has no nutrition or health benefit
- A food not bought has no commercial benefit



Thank you