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
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

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

- Americas: 42%
- Europe: 36%
- Asia, Oceania, Africa: 22%

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

Sansepolcro

Beijing

Abidjan
Innovation Partnerships

From Science To Business Development

Stage

In-kind contribution

Venture capital

Monetary contribution

Products

Key Suppliers

Startups and Inventors

Universities

From Science

To Business

Development stage

Nestlé

Good Food, Good Life

Fit & Trim

Sollers
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

Markets

Consumers
Innovation in coffee: Nescafé

1938: Soluble coffee
  – Coffee extract
  – 80:20 coffee:chicory
  – caffeine-free

1952: 100% pure coffee

1965: Freeze-dried

1970s and 80s: New blends

2000: GES Extraction
  – Gold blend relaunched

2006: Dolce Gusto

2000 and beyond: Mixes, foams, wellness propositions

2000 and beyond: Mixes, foams, wellness propositions
Nestlé tailors its products to suit local tastes and needs

Over 200 different blends of Nescafé to meet consumers' expectations
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