

www.nestle.co.uk



Nestlé UK & Ireland: **Contributing to a healthier future 2018**

2.6 billion teaspoons

More than 60 billion kcal

The amount of sugar and calories we have reduced across our businesses in the UK & Ireland since 2015

10,400 tonnes

2.6 billion sugar cubes



End-to-end that is enough sugar cubes to reach more than half way around the world



7.4% sugar reduction already achieved...

Nestlé confectionery well on the way to 10% sugar reduction

8 tonnes of saturated fat removed

From our Fab® ice cream recipe in 2015



168 million grams less salt

In 2016 Nestlé Breakfast cereals were made with 168 million grams less salt

More than 13 billion calories

Removed from confectionery products as part of the 250 calorie cap pledge



Delivering the change that is needed for the UK and Ireland

It is my great pleasure to share with you the progress we have made to improve our food and drink products over a number of years and to be able to deliver such a significant reduction in sugar and calories overall.



Stefano Agostini
CEO, Nestlé UK & Ireland

We are a major food and drink business in the UK and Ireland with more than 80 brands and employing nearly 8,000 people. More than 97% of UK households consume a Nestlé product at some point, and more than two billion of our products are sold annually in the UK and Ireland.

That means we have a huge responsibility to help improve public health but it also means that, when we do improve our products, we can make a big difference. We are working tirelessly to make sure that our products are the best they can be. We are at the forefront of the industry in investing into the innovation of our products. It is thanks to our fantastically skilled and committed people and our research and development capability that we reach this milestone.

Our work towards these achievements is actually as much about taste as it is about reducing sugar and calories. It is not as simple as just removing sugar from a product, the skill is in making that product taste just as good or, ideally, better. We have an unrivalled research and development network across the globe that makes this possible.

People love our food and drink and our confectionery, cereals, ice creams and other products are enjoyed as part of a balanced, healthy diet by people all across the world. What we can do, through research and development, is improve them in both taste and nutrition over time.

So we will not stop here. We will be doing more than ever to improve our much loved products. Obesity and related illnesses affect the health of millions of people in the UK and Ireland.

It is our job, as well as that of everyone involved in the industry to find the right solutions to tackle the public health challenge while maintaining consumer trust in the quality and taste of our products. For this to work we need an industry that is operating on a level playing field and investing in research and development, new technologies and innovations that bring about real and significant change. At Nestlé, we are determined to play a full part in delivering the change that is needed.

We are working tirelessly to make sure that our products are the best they can be.



Gharry Eccles
Vice President –
Cereal Partners UK & Ireland

Making breakfast better with Nestlé Cereals

At Nestlé, we make some of the UK and Ireland's favourite breakfast cereals. We are continually striving to make breakfast better through improving the taste and nutrition of our recipes. Compared with 2003 levels, our cereals sold in 2016 contained 383 million fewer teaspoons of sugar. If you look at our Honey Cheerios® and Nesquik® cereals we have been able to reduce sugar by an impressive 30%, and across our entire cereals range we've reduced sugar content by an average of 15%. There is more to come. By the end of 2018, we will have reduced a further 10% of the average sugar from across our cereals range, that's the equivalent of around 225 million fewer teaspoons of sugar in our nation's diet.

Every Nestlé cereal with the green banner now contains at least 8 grams of whole grain per serving, has whole grain as the number one ingredient and the majority are high in fibre.

The information we have on our packs is just as important and we have made a number of changes including clear portion guidance that differentiates between adult and child portions and we have now adopted the UK Government's colour-coded labelling scheme.

Through clear labelling and guidance, increasing whole grain and removing more than 600 million teaspoons of sugar while maintaining the delicious taste and quality across Nestlé Cereals, we are making breakfast better for our loyal consumers and their families.



Cheerios® 98% whole grain oats and multigrain

In 2015, Nestlé launched a reduced sugar version of its Cheerios® breakfast cereal made with 98% whole grain oats. The new cereal brand has 4.7g of sugars per 100g. It's also 98% whole grain, making it high in fibre. The cereal won the Grocer New Product Award 2015 (breakfast category).

Multigrain Cheerios® were reformulated in 2017 and as a result, more than 260 tonnes of sugar will be removed from the product. Honey Cheerios® have also been reformulated on a number of occasions over the last 15 years resulting in reductions of sugar in the product of around one third since 2003.

98%
Whole grain
oats

Grocer New
Product
Award 2015

A passion for water and promoting healthy hydration – our role at Nestlé Waters

Here at Nestlé Waters, we are passionate about water. We believe water, whether bottled or from the tap, should be the first choice as it is the healthiest way to hydrate. We work hard every day to inspire people to choose water through our brands including Buxton® and Nestlé Pure Life®.

Water makes up over 94% of our product portfolio, including plain, still or sparkling waters and some new flavoured waters from Perrier® introduced in 2017, with no added sugar.

We also offer Sanpellegrino®, Italian Sparkling Fruit Beverages targeting adult consumers as premium indulgent beverages for occasional consumption. As part of Nestlé's commitment to reduce the level of sugar in its food and beverage products, we've been on a mission to reduce the overall total sugar content of our Sanpellegrino® Sparkling Fruit Beverages range.

Beginning in 2015, this reformulation removed 10% of the total sugar from our products. Three years on, we are now proud to unveil new recipes, across our UK range, which have approximately 40% less sugar and still guarantee the unmistakable and unique taste our consumers know and love. Loved by consumers all over the world for more than 80 years, it's something we just had to get right. We have consulted with our consumers throughout this process and these new recipes have received positive feedback.

This recipe change will see a proportion of the added sugar replaced with stevia, which complements the natural ingredients already found in each of the Sanpellegrino® Sparkling Fruit Beverages. This will mean we are significantly reducing the amount of sugar in each can to less than 5g/100ml.



Michel Beneventi
Business Executive Officer,
Nestlé Waters UK

The new recipes will reduce the number of calories in each can to 70, approximately 60 calories less than the current recipes.

This reformulation is the culmination of a long-standing commitment by Nestlé and years of passion and hard work to retain the uniquely Italian flavours this brand is synonymous for. I am proud that through Nestlé Waters in the UK, we continue to deliver great tasting beverages for people to enjoy healthier lives.

Sanpellegrino® 40% less sugar

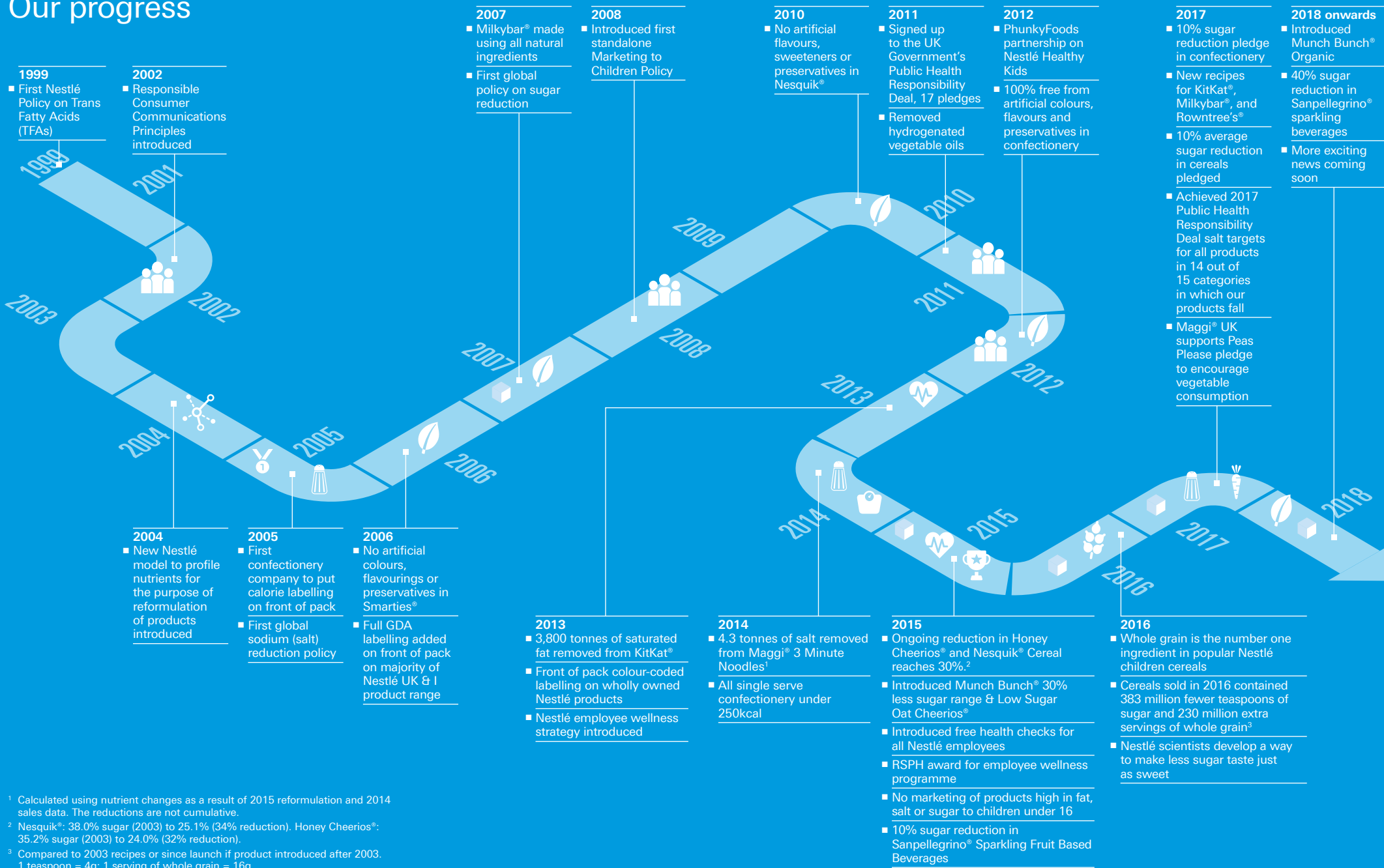
Sanpellegrino® began reducing the sugar in its sparkling fruit beverage in 2015 when 10% of the total sugar content was removed from its products. Now, a new recipe which uses stevia, will see the amount of sugar reduced significantly to less than 5g/100ml. The new recipes will have approximately 40% less sugar and 60 calories fewer per 300ml can. They still taste amazing.



40%
Less sugar

70
calories
per can
(approx.)

Our progress



¹ Calculated using nutrient changes as a result of 2015 reformulation and 2014 sales data. The reductions are not cumulative.

² Nesquik®: 38.0% sugar (2003) to 25.1% (34% reduction). Honey Cheerios®: 35.2% sugar (2003) to 24.0% (32% reduction).

³ Compared to 2003 recipes or since launch if product introduced after 2003. 1 teaspoon = 4g; 1 serving of whole grain = 16g.

Munch Bunch® Double Up

Munch Bunch® Double Up is one of Nestlé's biggest selling dairy products in the UK and was reformulated in 2017 to remove some of the sugar. This was achieved by reducing the added sugar in the product and meant the removal of 62 tonnes of sugars and around 247 million calories. It still tastes great and remains a source of calcium, protein and vitamin D.

Removed from UK & Ireland public consumption:

247
million
calories

62
tonnes
of sugar



Ski® yogurts Now below 110kcal

Removed from UK & Ireland public consumption:

292
million
calories

63
tonnes
of sugar

Ski® yogurt, part of Nestlé's original yogurt range, has been at the heart of the family fridge since 1963 and has recently been reformulated to remove added sugar while still maintaining its great taste. Every individual Ski® yogurt pot is now below 110kcal following the reduction of 63 tonnes of sugar and around 292 million calories.



Nestlé Rolo® & Smarties® desserts New recipes

Nestlé Rolo® dessert has undergone a reduction in added sugar and cream in its recipe following careful research and development to ensure it keeps its delicious taste and texture. The result meant the removal of 37 tonnes of sugars and 660 million calories. Smarties® split pot yoghurt has also been reformulated to remove 65 tonnes of sugar and around 280 million calories.

Removed from UK public & Ireland consumption:

660
million
calories

37
tonnes
of sugar



Nestlé Fab® Strawberry lollies Increased fruit content

Removed from UK public consumption:

158
million
calories

634
tonnes
of sugar

Nestlé Fab® Strawberry lollies are a tasty iconic summer treat enjoyed in the UK for 50 years. We have worked on the recipes on an ongoing basis to ensure they taste great as well as to reduce calories, sugars and saturates where possible. As a result of our work to increase the fruit content in Fab® Strawberry lollies, the lolly has seen more than 634 tonnes of sugar and 158 million calories removed with the product now containing 82 calories and 10.5g sugars per portion (58ml).



Milkybar® Milk No.1

Milk has always been essential to Nestlé's Milkybar®, it's in the name, but, in 2017, milk became the number one ingredient. The percentage of milk in the core range recipe increased from 26% to 37.5% which also meant a reduction in sugar. The new recipe means that almost 350 tonnes of sugar and 130 million calories were removed from public consumption.

Removed from UK & Ireland public consumption:

130
million
calories

350
tonnes
of sugar



Increasing consumer choice

In addition to our reformulation work, we have also introduced a number of products with lower or no added sugars into our portfolio such as Nesquik® Chocolate 30% less sugar, Nescafé® 2in1 and Unsweetened Taste Nescafé® Gold Cappuccino, Latte and Decaff Cappuccino which contain low sugar for those who like a less sweet taste, and Nescafé Dolce Gusto® Skinny Latte and Cappuccino

which contain no added sugars. Last year we also launched 30% less sugar Rowntree's® Randoms and Fruit Pastilles which saw some of the sugar replaced with a maize fibre which decreased the sugars and calories and increased the fibre content of the sweets while maintaining their 100% fruity flavour. These products provide consumers with alternatives to their usual tastes with lower sugar content.



Rowntree's® Fruit Pastilles and Randoms 30% less sugar range

Nestlé has introduced 30% less sugar versions of two of its best-selling Rowntree's® products: Rowntree's® Fruit Pastilles and Rowntree's® Randoms. As part of the recipe change, sugar removed was replaced by increasing the fibre content in the 30% versions. 9,000 consumers had the chance to try the products as part of a large-scale blind taste test and feedback was overwhelmingly positive.



Throughout our changes to recipes we have stayed committed to keeping our products free from artificial flavours, colours and preservatives.

	Regular sugar content per 100g	30% less sugar content per 100g
Rowntree's® Fruit Pastilles	55.9g	38.5g
Rowntree's® Randoms	53.1g	36.5g

Confectionery that gets better and better – in taste and nutrition

We are incredibly proud of our confectionery and the enjoyment it brings to people. We are home to some of the UK and Ireland’s best loved confectionery brands with histories stretching back decades and a firm place in popular culture. That brings with it a real responsibility. We need to make our confectionery products the best they can be in both taste and nutrition. We want to reformulate and improve our products nutritionally but there is absolutely no point making confectionery that doesn’t taste great. At Nestlé we have the expertise to improve both taste and nutrition at the same time. Since our announcement last year we have made excellent progress in reducing the sugar across our confectionery portfolio and, as we have demonstrated, we will take every opportunity to innovate and reformulate to improve our products.

We have already done great work in this area by reducing sugar in flagship products like KitKat® and Milkybar® by replacing some of the sugar with more of the existing, natural ingredients that people know and love, namely cocoa and milk. Both taste just as good, if not better. We have worked incredibly hard to create 30 percent less sugar versions of our best selling Rowntree’s® products: Fruit Pastilles and Randoms which needed 76 different versions of the recipe over two years of research and development to ensure that what we have ended up with is just as good as the standard products. That level of care is how we will make sure we achieve the best of both worlds and demonstrates that we will not compromise on taste.



Richard Watson
Business Executive Officer,
Nestlé Confectionery UK

We want to provide more choice and make sure we are making the right information available for people to make those choices. There is more to come. We have an enviable heritage and we have incredible brands. We have the knowledge, the people, the insight and the technology and we will continue to work to reduce sugar in our existing products and introduce innovative products without compromising on the quality and taste that everybody expects from Nestlé.

Leading in research and development at Nestlé

Our Product Technology Centre in York is the home of our global research and development activities for confectionery and where a team of scientists, experts, engineers and product developers work on the exciting challenge of delivering increasingly tastier and healthier confectionery.

The work we do is built on more than 150 years of experience that Nestlé has in discovering, developing and deploying innovation in confectionery.

It might sound like a job straight out of a children’s novel and it is. The opportunity we have to discover and develop new science and technologies that lead to the creation of amazing new products, valued by our consumers is incredibly rewarding.

Nestlé’s facility in York is at the very centre of our global efforts to improve our confectionery and this includes reducing its sugar and calorie content. One of our recent and most exciting innovations has been to reduce sugar content to a claimable level in our products by aerating sugar. This breakthrough has gone from idea to first launch in less than 12 months.

Serving our business through the discovery, development and deployment of unique innovations is why we exist. Nestlé is committed to continue its investment in our unique research and development network so that we are able to make market-leading and game changing improvements for the confectionery industry and importantly for the consumers who love our brands and products.



Jas Scott de Martinville
Global Confectionery R&D Lead

We have used our strength in research and innovation to develop a great product that replaces sugar with more of the existing, natural ingredients that people know and love.

KitKat®
Extra Milk & Cocoa



Milk and cocoa has formed the basis of the KitKat® recipe ever since it was introduced in 1936 so Nestlé used its strength in innovation to develop a great recipe that replaces sugar with a bit more of the existing, natural ingredients that people know and love. Adding extra milk and cocoa to KitKat® took more than 1,000 tonnes of sugar out of public consumption.

Removed from UK & Ireland public consumption:

1,000
tonnes
of sugar

3
billion
calories

New science and technology means less sugar, same taste

In 2016, Nestlé announced a ground breaking piece of science and technology that means less sugar can taste just as good. Nestlé scientists have discovered a way to change the structure of sugar so that it dissolves more quickly on the tongue. This gives the perception of an almost identical sweetness as before but with much less of the ingredient.

With absolutely no artificial sweeteners involved this is just a new take on sugar itself. The scientists developed a process that can be likened to making sugar crystals hollow rather than solid. The discovery followed attempts to mimic the complex, natural structures found in food, by distributing sugar in a different way.

This structured sugar, and the patented process behind it, was discovered and developed by Nestlé scientists working at research and development facilities in Switzerland and the UK, part of the company’s extensive network of 40 research and development facilities across the globe. It is expected to appear in a product for the first time later in 2018.

www.nestle.co.uk



@NestleUKI