At Nestlé we unlock the power of food to enhance quality of life for everyone, today and for generations to come. We believe food does not only have to deliver great taste and high quality but a favourable composition and nutritional value which sets a definite direction for our product development. Our nutrition commitments and results show what we did and do to achieve our goals.

THE RESULTS OF OUR NUTRITION COMMITMENTS

Inspiration, recipes:
www.igyteljesazelet.hu

Join our community:
fb/igyteljesazelet

Join our community:
ig/igyteljesazelet
Our Product Development Policy

We reformulate and analyze all our products with the help of a nutritional profiling system, which is a science driven way to make our products more nutritious. Our aim is to help our consumers meet Hungarian and international nutritional recommendations for salt, added sugar and saturated fat intake.

1. **We Constantly Reduce the Salt Content in our Products**

   -3.5% on average

   Across our entire Hungarian portfolio, we have reduced the salt content of our products by an average of 3.5% since 2017.

   Since 2017
   - We have removed 13 tonnes of salt from our products available in Hungary.

2. **We Constantly Reduce the Sugar Content in our Products**

   -3.5% on average

   Across our entire Hungarian portfolio, we have reduced the added sugar content of our products by an average of 3.5% since 2017.

   Since 2017
   - We have removed 181.7 tonnes of sugar from our products available in Hungary.

3. **We Constantly Reduce the Saturated Fatty Acid in our Products**

   -10% on average

   100% of our products containing saturated fat meet the relevant dietary recommendations.

   By 2017
   - We had reduced the saturated fat content of our products by 10%, thus meeting 100% of our target set for 2020.

   By 2020
   - We had replaced palm oil in Maggi instant cup noodles with sunflower oil.

4. **We Are Highly Focused on Launching More Nutritious Products for Children**

   The number one ingredient in our cereals for children is whole grain.

   42.7% of the ingredients on average

   Our cereals contain only natural flavours.

   100% of our products for children fulfill the criteria set by the Nestlé Nutritional Profiling System, which is in line with international recommendations on daily sugar-, salt- and saturated fat intake.

   - Our instant NESQUIK® cocoa drink powder contains vitamin D and vitamin C.

   - In 2019, we introduced NESQUIK® All Natural cane sugar cocoa powder made with unrefined cane sugar.

   - In 2019, we introduced NESQUIK® All Natural Oatmeal, made with natural ingredients and 70% whole grain.

   - In 2019, we reduced the sugar content of Smarties hollow chocolates by 8%.
Our communication is compliant in every respect with the instructions of the EU Pledge.

Since 2015...

- all of our products advertised to children under the age of 12 is compliant with the nutritional criteria of the EU Pledge White Paper.
- we don’t perform making activities that encourage children under the age of 12 to consume sweets.

Nestlé’s Marketing to Children Policy becomes even stricter regarding child audiences, points of sale and media channels, and therefore, as of 2018, we do not direct marketing communication to children under the age of 12 on any channel.
The global Nestlé for Healthier Kids program launched in 2018, seeks to unite all Nestlé’s efforts to empower parents, caregivers and teachers build a healthier future for children.

**Nestlé Baby&me**

We educate Hungarian pediatricians and midwives about the importance of the first 1000 days of life, and have created a knowledge base of nearly 300 articles for pregnant moms on the Nestlé Baby&me platform. We reach paediatricians through the Nestlé Nutrition Institute, a platform specifically developed to share professional materials. On the Nestlé Baby&me site, we go beyond infant nutrition to provide a full range of support for pregnant women and parents. With the help of experts, we also address the emotional side of parenthood, with articles and podcasts to support new mums and dads and answer their questions.

**WE PROMOTE AND ENCOURAGE A BALANCED DIET AND PHYSICAL ACTIVITIES**

**Nutrikid (2003–2017)**

Our educational materials on balanced nutrition reached 450,000 schoolchildren aged 6-12.

**Eatself (2017–2018)**

10 hours of educational material on nutrition and healthy lifestyle was delivered to 1,000 secondary school students in Budapest in grades 11-12, with the help of secondary school teachers.

**Okos Snack (2020 óta)**

We use smart cards in after-school sessions to educate children about balanced diet and a healthy lifestyle through our partners. The program was launched as a pilot in 2020, but in the coming years, we seek to deliver our messages on the topic to as many school-age children as possible.

**SPAR Budapest Maraton® (since 2014)**

The SPAR Budapest Marathon® event series reaches 18,000 people every year, through messages on balanced nutrition and organizing family runs.

**GYERE® (2015–2020)**

As part of the international EPODE program, we cooperated with the Hungarian Dietetic Association, which has set the goal of preventing childhood obesity. The program reached 5,200 children aged 0-18 years.

**WE EDUCATE ON INFANT NUTRITION**

Within the “Start Healthy, Stay Healthy” program we educate Hungarian pediatricians and midwives about the importance of the first 1000 days of life, and we have created a knowledge base of nearly 300 articles for pregnant moms on the Nestlé Baby&me platform. We reach paediatricians through the Nestlé Nutrition Institute, a platform specifically developed to share professional materials. On the Nestlé Baby&me site, we go beyond infant nutrition to provide a full range of support for pregnant women and parents. With the help of experts, we also address the emotional side of parenthood, with articles and podcasts to support new mums and dads and answer their questions.

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**WE SUPPORTED THE SURVEY ON CHILDREN’S FOOD INTAKE**

In 2014, we conducted a representative survey to find out about the nutritional status and dietary habits of children aged 4-10 years in Hungary. This unique initiative was repeated in 2020 with the view to understanding the changing trends of recent years. The findings of the study will help us to better tailor our portfolio to the needs and demands of our consumers, and will also help us identify the information we should emphasise in our educational programs for children.

**2014**

Dietary intake study among children aged 4-10 years, with the professional support of the Hungarian Dietetic Association (MDOSZ).

**2016**

A dietary intake study of children aged 0-3 years with industry collaboration.

**2016–2017**

A dietary intake and physical activity study of young people aged 11-18 with industry collaboration.

**2020**

A new study conducted in 2020 on the dietary intake of children aged 4-10 years, in partnership with the Hungarian Dietetic Association (MDOSZ), InsightLab and NutriComp.

**Nestlé employee training:** Every year, we provide opportunities for our employees to improve their knowledge about nutrition.