



Nestlé® Good food, Good life



2017–2020.

THE RESULTS OF OUR NUTRITION COMMITMENTS

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.



Inspiration, recipes:
www.igyteljesazelet.hu



Join our community:
[fb/igyteljesazelet](https://fb.igyteljesazelet)



Join our community:
[ig/igyteljesazelet](https://ig.igyteljesazelet)



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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**.

OF THE INGREDIENTS ON AVERAGE **42,7%-a**



WHOLE GRAIN NO.1
INGREDIENT

Our cereals contain **only natural flavours**.



100% of our products for children fulfil 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%**.



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WE DEVELOP NEW PRODUCTS FOR CONSUMERS WITH **SPECIAL DIETS AND NEEDS**



GLUTEN FREE



FIBER SOURCE



DAIRY FREE



ORGANIC



PLANT-BASED



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WE PROVIDE **NUTRITION FACTS WITH DAILY VALUE PERCENTAGES** ON PACKAGING, TO BETTER ENABLE INFORMED CHOICES

In addition to the mandatory requirements, all our relevant products carry **nutrition information panels, serving and dietary recommendations** to help our customers make **informed choices**.



RECOMMENDED
SERVING SIZE

DOPÉLJ
FELNÖTTEKNEK
TÁJRSÁVÁNÚD
PIRAGUSA, JEM
SUAUGUSIEMIŠ
5-8



NUTRITION
FACTS



Étkezési javaslat: A kiegyensúlyozott táplálkozás részeként fogyasztva ételt zöldségekkel, gyümölcsökkel és pohár vízzel.

DIETARY RECOMMENDATION

NUTRITION INFORMATION PANELS

Átlagos tápellérték	100 g termékben	Egy adag készletben** (a 4 adagból)	R1%*** egy adag készletben
Energia	1348 kJ 319 kcal	2102 kJ 503 kcal	25 %
Zsír - amelyből telített zsírsavak	2,9 g 0,4 g	14,8 g 4,2 g	21 % 21 %
Szénhidrát - amelyből cukrok	58,9 g 40,9 g	61,4 g 4,5 g	24 % 5 %
Rost	11,1 g	4,2 g	-
Fehérje	9,7 g	29,8 g	60 %
Só	9,9 g	1,6 g	27 %

Összesen 253 g készlet (az előkészítéssel felborított friss hozzávalókból készített) *Referencia beviteli érték egy átlagos felnőtt számára (8400 kJ / 2000 kcal). Ha gyermeknek készíti, az adagot a gyermek korához mérten változtassa.

% Felöltöttek számára R1
100 g termékben:
1348 kJ/319 kcal



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WE ADVERTISE RESPONSIBLY

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.



2015

2016

2017

2018

2019

2020



2018

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.



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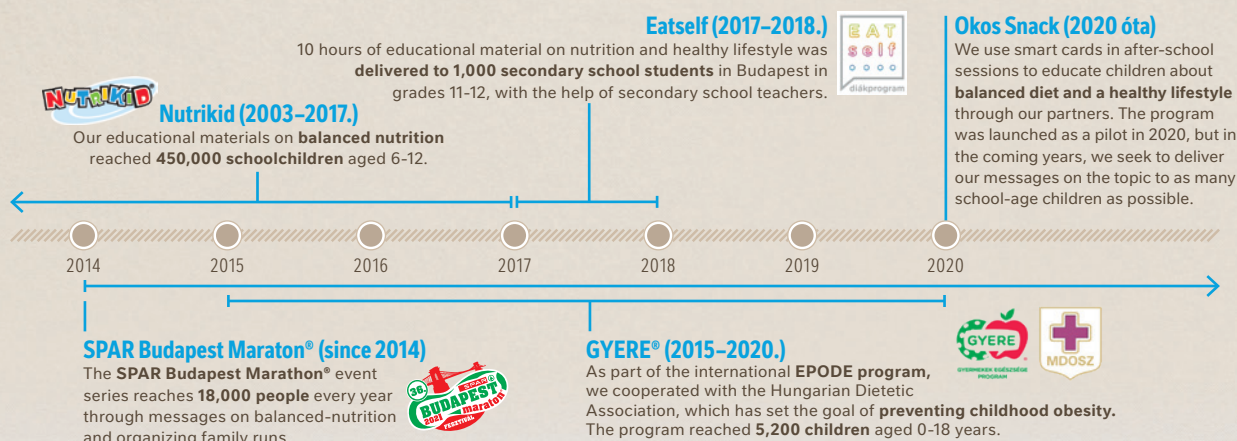
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WE PROMOTE AND ENCOURAGE A BALANCED DIET AND PHYSICAL ACTIVITIES

NESTLÉ az
EGÉSZSÉGESEBB GYEREKEKÉRT

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

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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**, furthermore 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.

Through 50 years of protein research, we created

Nestlé OPTIPRO® protein, which has an unrivalled protein quality and quantity.



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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.

