

Enjoy life with the right food choices

Food maker Nestlé has a wide range of products to give consumers more options

BY LEONG PHEI PHEI

IF YOU must have your fix of instant noodles or chocolate wafers, you may want to heed the advice of Mr Suresh Narayanan (left), managing director of Nestlé Singapore.

A fan of Nestlé's Maggi noodles and Kit Kat wafers, Mr Narayanan says: "Instant noodles and chocolates are not unhealthy per se. It's how you balance it with the rest of what you eat that is important.

"Like many of our consumers, I have a snacking need. For me, a vegetarian, it'll be the Maggi curry noodles. I also indulge in Kit Kat during the day. How I can do so without feeling guilty is to eat in moderation and to look out for the Healthier Choice label whenever possible."

According to Mr Narayanan, close to half of Nestlé's 800 products in Singapore are certified by the Health Promotion Board (HPB) to be healthier choices.

The Maggi Healthier Choice Low Fat Noodle, for instance, contains up to 96 per cent less fat and 40 per cent less sodium compared to regular instant noodles.

In addition, it contains no trans fat and does not have added MSG.

These healthier choices are testament to the company's aspiration to go from being a food and beverage company to one that is committed to looking after consumers' nutrition, health and wellness.

As part of its efforts to be Singapore's leading nutrition, health and wellness company, Nestlé is presenting the Health & You 2009 exhibition for the first time this year.

As the presenting partner, the Swiss-based company will take up the entire Hall 401 and parts of Hall 402/403 of the convention centre.

This will make Nestlé the biggest exhibitor ever in the five-year history of Health & You, an annual event organised by The Straits Times - Mind Your Body and Lianhe Zaobao - LOHAS.

The two-day exhibition opens this Saturday.

Mr Narayanan says: "Health & You is a great platform that allows us to engage our consumers

and stakeholders in this great journey of nutrition, health and wellness.

"We have lined up food samplings, health checks and a series of exciting and interactive activities to bring home the message of 'Good Food, Good Life'."

Adopting the theme "Nourishing your journey through life", Nestlé will be showcasing household brands such as Milo, Nescafé and Maggi and dozens of other trusted brands that are market leaders in their product categories.

Mr Narayanan says that Nestlé, with its suite of products ranging from breakfast cereals to gourmet coffee, is well placed to look after the nutritional needs of Singaporeans of all ages.

He is proud that Nestlé, which began operations in Singapore in 1912 with the Milkmaid condensed milk, is a dominant brand in supermarkets here today and has achieved 100 per cent penetration rate.

"Today, every household in Singapore has at least one Nestlé product. And many Singaporeans grow up consuming our products. So there is a lot of heritage in the brand," he says.

Nestlé continues to invest in research and development to come up with products that meet the changing needs of consumers.

Some examples are the Nescafé Body Partner 3-in-1 coffee mix with collagen for the beauty-conscious; Nestlé Gold premium chocolate for the chocolate connoisseur; and Yang Sheng Le, a range of concentrated herbal soups for the family.

For the business to be successful in the long term, Mr Narayanan says Nestlé has to create value not only for its shareholders but also for society.

"This is what we called 'Creating Shared Value'. In Singapore, how Nestlé does so is to participate in and actively support community projects and activities for the promotion of goodwill and healthy social development."

As such, it will continue the good relationship it has with partners such as HPB, Singapore Heart Foundation and Singapore Sports Council.

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