



雀巢在中国
Nestlé in China



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雀巢在中国

雀巢是中国大型食品饮料集团之一，致力于营养、健康和幸福生活。雀巢公司在华业务广泛，产品覆盖婴幼儿营养、中老年营养、咖啡、饮料、糖果、调味品、冰激凌、饮用水、健康科学、早餐谷物、宠物食品以及专业餐饮等，其中所销售的产品九成以上实现了本地化生产。雀巢中国是集研发、生产和分销一体化的公司，深受消费者喜爱和信赖。

除了雀巢品质之外，雀巢公司还与太太乐、徐福记、银鹭建立了合资伙伴关系，以满足消费者对营养、健康和本地口味的需求。

雀巢坚信，公司要获得长期成功，必须为股东及运营所在的社区都创造价值，即创造共享价值。雀巢公司实行从农田到餐桌的全产业链管理，并确保创造共享价值原则贯穿在产业链的各个环节。在农业原材料采购方面，雀巢携手当地农户和相关部门，通过大量无偿的技术培训和支持，帮助农户提高原材料的产量和质量，支持农户向规模化、现代化转型，在扶持当地经济发展的同时，也确保了食品原料的稳定与安全。

雀巢致力于针对当地消费者对营养、健康以及口味的需求，提供相应的产品。为此，雀巢在中国成立了四个研发中心和一个食品安全研究院，分别位于上海、北京、东莞和厦门。这些机构是雀巢全球研发网络的重要组成部分，

可以及时地将最先进的技术和研发成果转化为产品。

雀巢还是一个以人为本的公司，关心重视人才，尤其是发展本地人才，尊重专业技能以及 5 万名员工的文化差异。

本手册将向大家介绍雀巢在华的业务活动，以及为消费者提供优质、营养和安全食品所做出的承诺和奉献。

Nestlé in China

Nestlé is one of the largest and most respected food and beverage companies in China. It has a diverse portfolio of products including infant nutrition, adult and senior nutrition, coffee, confectionery, culinary products, ice cream, bottled water, breakfast cereals, pet care, etc. Over 90% of the products sold in China are manufactured locally.

In addition to the Nestlé brand, Nestlé also has formed joint venture partnerships with Totole, Hsu Fu Chi and Yinlu, meeting consumer needs for nutrition, health and local taste.

Nestlé believes that to be successful in the long term, it needs to create value for both its shareholders and the communities in which it operates. This Creating Shared Value principle guides all Nestlé business activities in the Greater China Region, including raw materials sourcing. To this end, Nestlé is working hand in hand with local farming communities and authorities to develop capabilities in, among various categories, fresh milk and coffee.

Nestlé is committed to providing specific products to meet

Chinese consumer demand for nutrition, health and flavor. For this purpose, Nestlé China has set up four R&D centers in Shanghai, Beijing, Dongguan and Xiamen and a food safety institute in Beijing. These centers are integrated into Nestlé's global R&D network and ensure that the products offered on the Chinese market can benefit from the latest advances in technology, research and development.

Nestlé is a people-oriented company which respects and values the talents, expertise and cultural diversity of its 50,000 employees in the Greater China Region.

With this brochure in hand, we hope you will gain a better understanding of Nestlé activities in China and an appreciation of our commitment and dedication to provide consumers a vast choice of quality, nutritious and safe food.

营养、健康和幸福生活

Nutrition, Health and Wellness

雀巢是目前全球最大的食品饮料公司，也是积极致力于营养、健康和幸福生活的世界领先企业，在几乎所有国家和地区都有业务，拥有 33.9 万名员工，在 80 多个国家建有 440 多家工厂。

雀巢的愿景是通过营养、健康和幸福生活提升消费者的生活水平。公司致力于为消费者提供健康美味的产品，每时每刻欣然分享。基于科学和研发，雀巢矢志不渝引领食品和饮料创新。

Nestlé is the world largest food and beverage company and is committed to enhancing people's lives by offering tastier and healthier food and beverage choices at all stages of life and at all times of the day. Nestlé operates 440 factories in 80 countries and employs 339,000 people in almost every country and region.

Nestlé's ambition is to enhance the quality of consumer's lives through nutrition, health and wellness. Based on Science, Research and Development, Nestlé permanently innovates its portfolio to build healthier and happier generations.





优质食品，美好生活 Good Food, Good Life



雀巢认为，优质食品和营养是美好生活、健康和幸福的根本。因此，雀巢产品除强调营养价值外，还注重产品的口味、形式、包装和方便等。带来欢乐和享受——这才是美好生活的真正内涵。

From its foundations, Nestlé has recognized that good food and nutrition are essential to life, health and well-being. In addition to nutritional values, food products must offer appetite appeal, good taste and convenience to lead to pleasure and enjoyment... the essence of Good Life.

你知道吗？

Did you know?

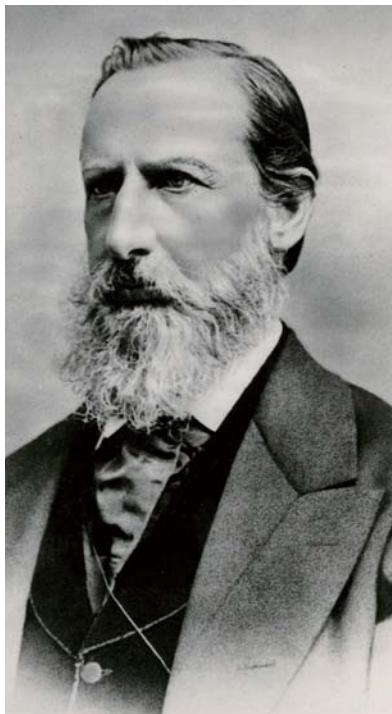
雀巢拥有目前食品行业中规模最大的研发网络，包括 5,000 余名科学家和专业工作人员、3 个基础科学研究中心和遍布世界的 31 个研发中心。雀巢研究中心位于瑞士洛桑。庞大的研发网络支持着雀巢“优质食品，美好生活”的承诺，使雀巢得以持续开发出具有营养价值，有益身体健康的产品。

The “Good Food, Good Life” promise is backed up by the Nestlé research and development network - the largest among food companies - employing 5,000 people in 3 Research Centers for food & nutrition, and 31 Product Technology Centers and R&D Centers.



Good Food, Good Life

亨利·雀巢 Henri Nestlé



雀巢集团的起源可以追溯到 1866 年的瑞士。1867 年，亨利·雀巢先生率先发明了世界第一种婴儿食品——奶麦粉，挽救了邻居家刚刚出生不久，但严重营养不良的婴儿的生命。

The origins of Nestlé date back to 1866 in Switzerland. In 1867, Henri Nestlé developed a pioneering cereal-based milk food and invented the world's first infant cereal, saving the life of a neighbor's child.



你知道吗?
Did you know?

尽管雀巢在全世界近 200 个国家开展业务，但只有在中国，公司的品牌 Nestlé 被译成了当地语言，即“雀巢”。

Although Nestlé is present in over 200 countries, China is the only country where the brand name "Nestlé" has been translated into the local language 雀巢 (quechao).





亨利·雀巢不仅赋予公司的名字、商标、第一款婴儿食品和国际文化，他也为公司的主旨文化注入了不可或缺的理念和价值观：务实、灵活、求知、开放的思维，以及对他人和异国文化的尊重。

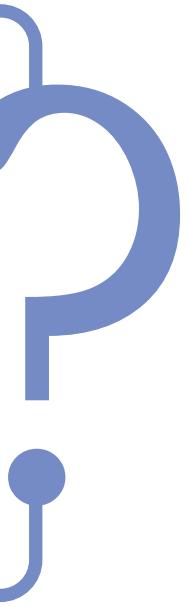
Henri Nestlé gave the company his name, a logo, its first infant-food product and its international culture. He also embodied many of attitudes and values that will define Nestlé corporate culture: pragmatism, flexibility, willingness to learn, an open mind and respect for other people and cultures.



你知道吗？
Did you know?

原文中 Nestlé 的字面意思是“鸟巢”，小小鸟巢象征着安全、温暖、母爱、天然和营养。这已成为雀巢品牌的实际内涵。

The Chinese characters 雀巢(quechao) which literally mean "bird nest" now form the brand name under which Nestlé is operating in China. The bird nest symbolizes security, warmth, mother care, nature and nutrition.



雀巢在中国

Nestlé in China

雀巢是中国实行改革开放政策之后，第一批来华投资的跨国食品企业之一。经过近 30 年的发展，雀巢已经深深融入当地经济，成为广受消费者喜爱的食品品牌。

雀巢在中国的业务覆盖了从农田到餐桌的全产业链管理模式，同时还分别在上海、北京、东莞和厦门设立了研发中心，另外，在北京还成立了雀巢食品安全研究院。这些中心为雀巢全球研发网络的一部分，并通过和国内大学、研究所紧密合作来确保雀巢开发出符合当地消费者需求的高品质，高营养和安全的食品。

雀巢在国内出售的产品中，90% 以上采用国内原材料，在国内研发并生产。在原材料供应方面，雀巢沿用了公司在世界其它地方的“创造共享价值”最佳实践，即与农户直接打交道，为农户提供免费的培训和技术支持，帮助提高产品的质量和产量，同时，以具有竞争力的价格收购这些原材料产品，保障销路。这方面的两个典型例子是黑龙江双城、山东莱西和内蒙古呼伦贝尔的奶区建设，以及在云南普洱等地区的咖啡项目。

雀巢目前在国内有 33 家工厂，有约 5 万名员工。为了满足消费者对本地口味产品的需求，雀巢还与太太乐、银鹭、徐福记组建了合资公司。



Nestlé was one of the first international food companies to come and invest in China after the reform and opening policy. After 30 years of development, Nestlé is deeply integrated into the Chinese economy and is one of Chinese consumers' favorite brands.

Nestlé's business in China covers the entire value chain from farm to table, supported by four Research and Development centers in Shanghai, Beijing, Dongguan and Xiamen and a food safety research institute in Beijing. Those centers are part of Nestlé's global R&D network and cooperate closely with many national universities and research institutes to ensure that Nestlé develops high quality, nutritious and safe products in line with local consumer needs.

More than 90% of the products sold in China have been developed and manufactured domestically. Under its "Creating Shared Value" program, Nestlé engages with Chinese farmers, offering free training to improve production yield and quality and sourcing products directly at fair and guaranteed prices. This approach has resulted in the establishment of milk districts in Shuangcheng (Heilongjiang), Laixi (Shandong) and Hulunbeir (Inner Mongolia) as well as the coffee programs in Pu'er (Yunnan).

So far, Nestlé has set up 33 factories and employs about 50,000 people in China. It has also formed Joint Ventures with leading Chinese brands (such as Totole, Yinlu, Hsu Fu Chi) to better meet the demand for local products.

针对中国市场的产品研发 Research and Development in China

雀巢在中国有四个研发中心，分别设在上海、北京、东莞和厦门。同时在北京还成立了雀巢食品安全研究院。它们是雀巢全球研发网络的重要组成部分，旨在开展以科学为基础的研究和创新。

北京研发中心

北京研发中心将基础科研、营养与健康和产品开发集中在一个屋檐下，从而加快创新的步伐。重点科研领域包括食品和营养对消费者健康的影响。同时运用现代技术手段，发挥中国传统食材配料在产品中的营养作用。

上海研发中心

位于太太乐产业园区的上海研发中心专注于烹饪类产品，以及饮料机系统的研发和支持。该中心全面参与了颗粒鸡精的技术开发，并将该技术推广应用到许多其它国家。

厦门研发中心

厦门研发中心位于雀巢在华的另一个合资伙伴银鹭生产园区之内，银鹭的核心产品花生奶和八宝粥都是非常符合目前营养健康趋势的产品。厦门研发中心为支持银鹭的长期发展奠定了基础。

东莞研发中心

东莞研发中心设在徐福记园区内，专注于糖果和冰淇淋产品。徐福记是中国领先的糖果糕点生产商。东莞研发中心为徐福记的长期健康发展发挥了重要作用。





Nestlé has four R&D Centers in Shanghai, Beijing, Dongguan and Xiamen as well as a food safety research institute in Beijing. These institutions are important parts of Nestlé's global R&D network aiming at conducting science-based research and innovation.

Beijing R&D Center

The Beijing R&D Center gathers three expertises on basic scientific research, nutrition and health and products development under the same roof to boost innovation pace. Besides, the center uses

modern science and techniques to assess the impact of food and nutrition on the health of Chinese consumers.

Shanghai R&D Center

The Shanghai R&D Center located in Totole industrial park is focused on culinary products and beverage systems. This center is fully involved in the development of chicken bouillon and has developed several technologies that have been successfully exported.

Dongguan R&D Center

The Dongguan R&D Center



was set up in the Hsu Fu Chi park focusing on candy and ice-cream. It plays an important role in the long-term development of Hsu Fu Chi, China's leading confectionery manufacturer.

Xiamen R&D Center

The Xiamen R&D Center, located in Yinlu industrial park, focuses on Yinlu core products - peanut milk and congee – which are valued for their nutrition and health properties. The Xiamen R&D Center laid a solid foundation to support Yinlu's long-term development.

工业设施 Industrial Facilities



创造共享价值是雀巢遵循的业务指导原则。无论在哪个国家运营，雀巢都希望融入当地经济，针对当地消费者的需求，开发生产优质、安全、营养、美味的食品。

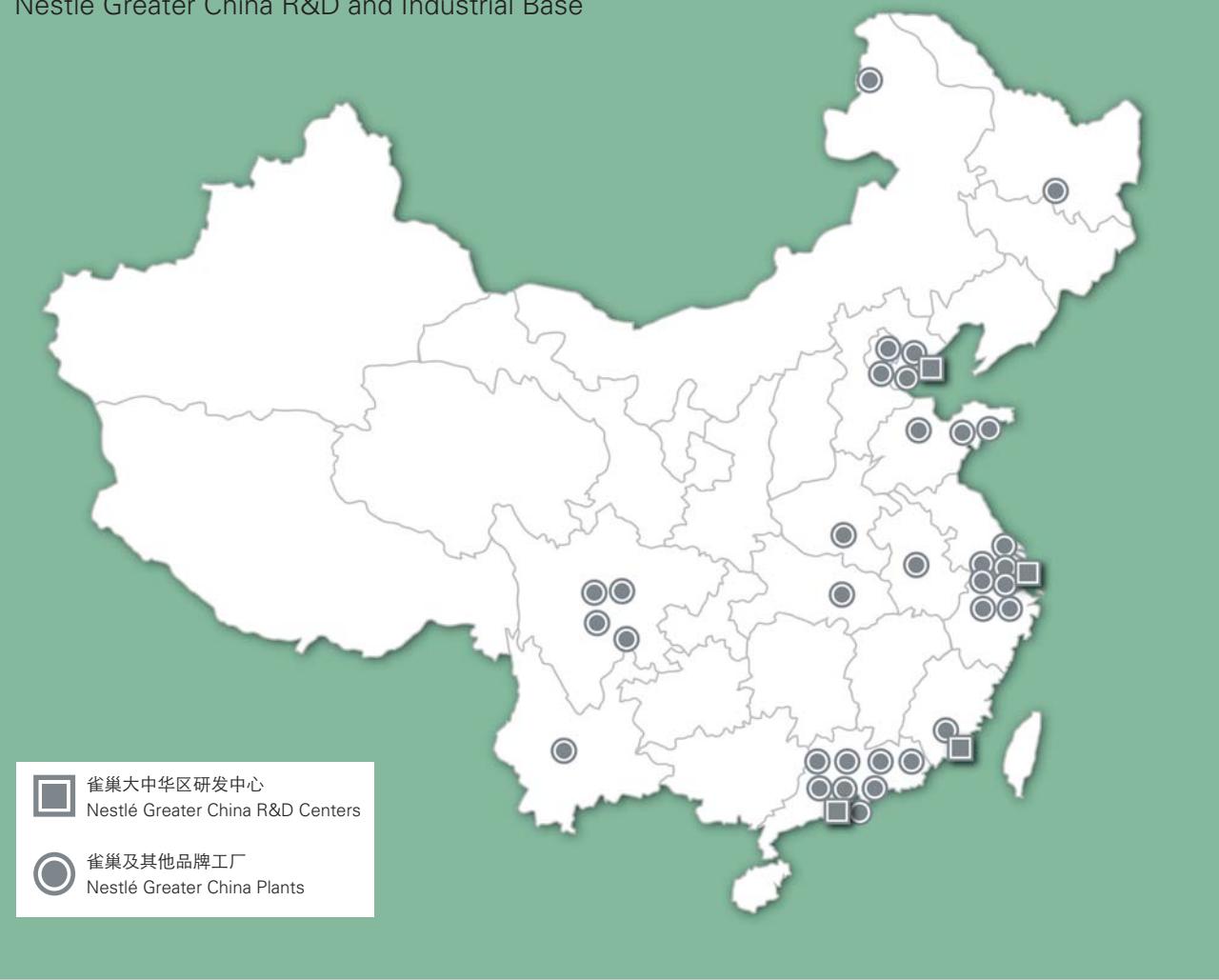
本着这样的原则，雀巢在中国建立了自己的生产和加工能力，只要条件许可，使用本地原材料，在当地生产并销售。如今，雀巢在华已有 33 家工厂和约 5 万名员工。雀巢在中国的工厂与在世界其它地方的工厂一样，均采用了相同的、建厂是最高的技术、质量、环保标准，并通过“雀巢持续卓越”项目，不断提升，拓展工厂的水平。

“Creating Shared Value” is the business guidelines under which Nestlé operates. Under these guidelines, Nestlé aims to be integrated into the local economy by developing and producing quality, safe, nutritious and tasty food to meet the local consumer needs.

In line with these guidelines, Nestlé has set up its own production and processing capacity in China. Whenever possible, Nestlé uses local raw materials to produce locally. Nestlé today operates 33

factories and employs about 50,000 people in the Greater China Region. All over the world, Nestlé factories follow the same construction, technology, quality and environmental standards and adhere to the global “Nestlé Continuous Excellence” improvement program.

雀巢大中华区研发中心及产业基地
Nestlé Greater China R&D and Industrial Base



人才发展 Talent Development



雀巢大中华区不仅是一个拥有众多品牌的大公司，还是一个以人为本的公司。雀巢关心重视才干和专业技能，尊重员工的文化差异，为员工的发展提供大量的培训。其中，“雀巢管理者培训”和“雀巢高级管理者培训”是雀巢中国针对国内员工的发展需求量身制定的领导力培训课程。除此之外，雀巢每年都会选派员工到雀巢集团瑞士总部的培训中心，以及国际一流的大学接受各种培训。

作为世界最大的食品饮料公司，雀巢的业务内容非常广，运营地点也非常多，这为员工的职业发展提供了得天独厚的机遇，也为来自不同国家，拥有不同文化背景的员工一起工作，共同进步提供了机会。

Nestlé Greater China is not only a large company integrating a wide range of brands; it is a people-oriented company which nurtures the talents, expertise and cultural diversity of its employees through comprehensive training programs.” Nestlé Executive Training” and “Nestlé Senior Managers Training” are leadership training courses tailored to the development of the Chinese employees. Every year, Nestlé in the Greater China Region sends several employees to train in Switzerland headquarters as well as in world-class universities.

As the world's largest food and

beverage company, Nestlé's scope of activities is very international and broad, providing a unique setting for professional development. Nestlé provides a rich multi-culture work environment where employees are privileged to work as part of a global team.



拥抱现代中国 Embracing Modern China

2008年北京奥运会及2010年上海世博会是现代中国成功的两个象征。雀巢深感自豪为这两大盛会提供支持。

2001年初，雀巢中国联合共青团中央全国少工委，举办“新北京，新奥运，大家一起来描绘”的主题活动，为北京申办“2008年奥运会”奔走助威。

在2001年6月，由六名各族儿童组成的代表团在雀巢邀请下前往瑞士访问。他们参观了洛桑的奥运博物馆和日内瓦湖畔的雀巢国际总部。

China's modern success was thrust into the international spotlight when it hosted the 2008 Olympic Games in Beijing and the 2010 World Expo in Shanghai. Nestlé is proud to have supported these two events.

In early 2001, Nestlé China and its employees supported the Beijing Olympic bid and joined forces with the National Committee of Children's Affairs (NCCA) to co-organise an event under the theme "New Beijing,

New Olympics, let's draw it together".

In June 2001, at the invitation of Nestlé, a delegation of six children visited the Olympic Museum in Lausanne as well as Nestlé headquarters, a few kilometers away on the shores of the Lake Geneva.





以“节能环保”为主旨，“城市与乡村相结合”为主题的瑞士馆，是2010上海世博会最热门的国家馆之一。雀巢在此展示了新上市的“雀巢优活水”环保瓶。

雀巢一贯主张节水环保。上海市教委、上海浦东教育发展研究院、雀巢公司饮用水有限公司代表及来自18所小学的师生们也聚集在这里，开展了生动有趣的节水环保教育课程。

Nestlé participated in the Shanghai 2010 World Expo Swiss Pavilion, one of the most popular national pavilions. In line with the pavilion theme of “urban-rural interaction” and the principle of “energy conservation and environmental protection”, Nestlé launched its new eco-shape bottle of Nestlé Pure Life.

A long time advocate of water conservation, Nestlé conducted an educational course designed to promote water saving which was carried out and attended by representatives of the Shanghai Education Commission, Shanghai Pudong Institute of Education Development and Nestlé Waters, as well as teachers and students from 18 primary schools.

雀巢健康儿童计划 The Nestlé Healthy Kids Program

营养不良和营养失衡已经成为全世界所面临的一个复杂挑战，特别是在学龄儿童中。为此，雀巢于2009年推出了“雀巢健康儿童全球计划”，在6至12岁儿童中提倡推广营养健康、均衡饮食和体育锻炼。

该挑战也同样存在于处于社会和经济转型期的中国。近年来，虽然我国儿童的营养状况得到了大幅度的改善，但由于膳食结构不平衡，体育活动减少，造成了儿童超重 / 肥胖率快速上升，同时，尤其在农村地区，还存在微量营养素缺乏现象。

2010年，雀巢公司与中国营养学会合作，在国内开展了“中国儿童营养健康教育项目—雀巢健康儿童全球计划”。通过中国营养学会以及中国疾病预防控制中心营养与食品安全所的专家，编写了《健康校园》教材，并采用多种形式，在学龄儿童中传播正确的营养知识，并探索教育模式和干预方法。

2014年，中国学生营养与健康促进会成为该项目的另一个合作伙伴，加大了项目的推广力度和广度。截止到2014年底，项目已经覆盖了多个省市的约240万农村地区的小学生以及近3万名教师，取得了非常好的效果。

Malnutrition and nutritional imbalance is a global and complex challenge, especially for children. Nestlé has launched the “Nestlé Healthy Kids Program” in 2009, to significantly improve nutrition, health and wellness of children aged 6-12 years by promoting nutritional health, a balanced diet and physical activity.

These challenges also exist in China, especially as the country is going through a social and economic transition. In recent years, although the nutrition of Chinese children has greatly improved, children overweight and obesity rates are rising rapidly due to unbalanced diet and reduced physical activity. Meanwhile, micronutrient deficiencies are still an issue especially in rural areas.

In 2010, Nestlé cooperated with the Chinese Nutrition Society (CNS) to launch the “Chinese Children’s Nutrition and Health Education Program - Nestlé Healthy Kids Global Program”. Working with experts from CNS and from the Institute of Nutrition and Food Safety Chinese Center for Disease Control and Prevention, Nestlé has compiled a textbook named Healthy School. Nestlé has promoted this nutrition knowledge to children through this textbook and pedagogy programs.

In 2014, China Association for Student Nutrition and Health became another partner in this project, and intensified its promotion. By the end of 2014, this project has reached about 2.4 million pupils and nearly 30,000 teachers in cities and rural areas.



水资源教育

Water Education For Teachers (WET)

WET 水资源教育是 Water Education for Teachers 的中文对应称呼，即针对老师的水资源教育。该项目由 Project WET 非盈利组织发起，旨在通过对学生的水知识教育，提高人们珍视水，保护水资源的自觉性。

雀巢水业务集团是 Project WET 的长期合作伙伴，并于 2010 年将该项目引入中国。随后，在当地教育部门的支持下以及中国民族卫生协会健康饮用水专业委员会的配合下，WET 水资源教育项目被介绍到上海、北京、甘肃和湖北等 10 多个省的越来越多的学校，上百万的学生受益。

其中，在 2013 年，凭借优秀的暑期工作和活动，该项目获得了上海市精神文明建设委员会颁发的“2013 上海市未成年人暑期工作优秀项目奖”，同时还获得了上海市教育委员会和上海市青少年学生校外活动联席会议办公室“2013-2014 年上海市中小学生社会实践项目（学生实践和创新基地建设工程）”立项。



WET (Water Education for Teachers) is a project launched by Project WET, a non-profit organization promoting the awareness, appreciation and knowledge of water resources through the development and dissemination of teaching aids.

Nestlé Water is a long-term partner of Project WET and introduced it to China in 2010. With the local support of education departments and in coordination with China National Health Association (Drinking Water Professional Committee), the WET program has been introduced to millions of students in Shanghai, Beijing,

Gansu, Hubei and 10 other provinces since then.

This program has been distinguished and received numerous awards including the “2013 Shanghai Juveniles Summer Jobs Outstanding Project Award” awarded by the Shanghai Spiritual Civilization Construction Committee as well as the “2013-2014 Shanghai Primary and Secondary School Students Practice Program” awarded by the Shanghai Education Commission and Shanghai Joint Meeting Office of Young Students Extracurricular Activities.



共建竹瓦小学 Rebuilding Zhuwa School



2008年的四川汶川地震给当地人们的生活造成了巨大损失。四川郫县唐昌镇竹瓦小学的教学楼震毁严重，无法使用。获悉此情况后，雀巢中国公司以及广大中外员工积极主动捐资捐物，希望能帮助竹瓦小学重建教学楼。学校很快建成并投入使用，同时，雀巢公司和员工与竹瓦小学也建立起了深厚的友谊，并一直延续至今。

- 2009年，在“每名员工捐献一本书”的倡议下，共收集了一万册图书，并建立了“爱心图书室”。同时，还创建了“三好奖学金”。
- 2009年，加拿大籍员工宓慨（Michael Pos）创作了歌曲“你

的光”，激励学生们坚强向上。这首歌曲现已成为竹瓦小学校歌。

- 2010年，“中国儿童营养健康教育－雀巢健康儿童全球计划”引入竹瓦小学，开展了少年儿童营养健康教育。
- 2011年，捐赠23台电脑，帮助学校建立了电脑室。
- 2012年，为了进一步提升竹瓦的特色教学，即泥塑，开始举办每年一次的艺术节。雀巢公司也组织先进员工，到竹瓦和学生们真情互动，相互交流。
- 2013年，雀巢资助竹瓦小学的教师来京与育才小学进行教学观摩和交流。
- 2014年，雀巢邀请中国疾病预

防控制中心营养与食品安全所和四川省营养学会的专家，为竹瓦的教师和学生开设营养课。

2015年“六一”前夕，配合由中国食品安全30人论坛主办的“食品安全校园行”活动，邀请论坛科普讲师为竹瓦小学的学生和家长讲解食品安全知识。

如今，竹瓦小学发生了巨大的变化，并已成为郫县非常受家长和学生欢迎和尊重的学校。

The 2008 Wenchuan earthquake has devastated the Sichuan Western province, causing great casualties and damage. In Pitangchang town, the school buildings of Zhuwa Primary School collapsed. Nestlé and its employees immediately reacted to the disaster by raising money and providing goods to rebuild the school and maintained a long lasting friendship and support with Zhuwa Primary School.

- In 2009, under the “every employee donates a book” initiative, Nestlé collected 10,000 books and established a “Caring Library” and set up the “Merit Scholarship”.
- In 2009, Michael Pos, a Canadian Nestlé employee wrote a song “Your Light” in

order to encourage students to be strong and positive. This song has since become the anthem of Zhuwa Primary School.

- In 2010, the “Chinese Children’s Nutrition and Health Education - Nestlé Healthy Kids Global Program” was launched in Zhuwa Primary School.
- In 2011, Nestlé donated 23 computers to Zhuwa Primary School.
- In 2012, with the help of Nestlé, Zhuwa Primary School organized an art festival to promote clay modeling.
- In 2013, Nestlé sponsored two Zhuwa Primary School teachers to travel to the famous Yucai Primary School in Beijing to observe and improve their teaching skills.

- In 2014, Nestlé invited experts from the Institute of Nutrition and Food Safety Chinese Center for Disease Control and the Institute of Prevention and Sichuan Provincial Nutrition to offer nutrition courses to teachers and students from Zhuwa Primary School.

As recognition of these achievements, on the eve of Children’s Day, June 1st 2015, the “30 people China Food Safety Forum” arranged a presentation for Zhuwa Primary School students and parents.

Today, Zhuwa Primary School has changed drastically, and has became very popular and respected by both parents and students in the county.



创造共享价值

Creating Shared Value

雀巢坚信：公司要获得长期成功，必须同时为股东和社会创造价值，即创造共享价值。

创造共享价值是雀巢在全世界各地开展业务的指导原则，并以公司核心业务能力为基本因素，即营养、水管理及农业社区发展，籍此为包括农户、供应商、所在社区、消费者和环境等各利益相关方及股东创造最大价值。

Nestlé firmly believes that for a company to be successful in the long term, it needs to create shared value for both its shareholders and the communities in which it operates.

Creating Shared Value is a fundamental part of Nestlé's way of doing business. It focuses on specific areas of the Company's core business activities – namely nutrition, water and rural development – where value can be best created for farmers, suppliers, local communities, consumers, the environment as well as shareholders.





农业社区发展 Rural Development

作为世界知名食品公司，雀巢有强烈的意愿优化资源，与供应商建立长期稳定的合作关系。雀巢采用全产业链管理的方式，从上游开始，以确保农业原材料的质量和安全。为此，雀巢围绕一些主要原材料，如咖啡、可可和牛奶等，与农户直接打交道。通过为农户提供免费的技术培训和支持，帮助提高原材料的质量和产量。由于减少了中间环节，农户可以直接受益，并以公道、可靠的价格销售其原材料产品，雀巢也可以保障稳定的供应，为消费者提供更优质的产品，从而建立一个多赢的、可持续的价值链。

目前，世界各地共有约 70 万农户直接向雀巢出售农业原材料，有 410 多万个家庭间接受益于与雀巢的合作。

在中国，这方面的工作主要体现在鲜奶和咖啡。雀巢分别在黑龙江的双城、内蒙古的呼伦贝尔和山东的莱西建立起了管理规范的奶区，还在云南的普洱开发咖啡种植项目。经过近 30 年与农户和当地相关部门的共同努力，所有这些项目都已经成为当地的经济发展支柱产业，为改善当地的生活水平作出了贡献。

随着国内农业生产逐渐向现代化、规模化转型，雀巢公司也积极响应，并分别在双城和普洱建立了世界一流的奶牛养殖培训中心和咖啡中心。



As a leading food company, Nestlé has a strong incentive to optimize its resources and create solid long term relationships with its suppliers. Nestlé provides free technical training and support to the farmers upstream to ensure quality and safety and increase yield of its main raw materials, such as coffee, cocoa, milk, etc. All parties on those value chains benefit from by passing the middle men: Farmers increase the value of their crop sold directly at a fair and reliable price; Nestlé is able to source quality and sustainable raw materials; Consumers can enjoy better and safer products.

Currently, about 700,000 farmers throughout the world sell their crops directly to Nestlé which benefits indirectly over 4.1 million families.

In China, Nestlé has been a pioneer in building sustainable relationships both for fresh milk farming in Shuangcheng (Heilongjiang), Hulunbuir (Inner Mongolia) and Laixi (Shandong) and for coffee planting in Pu'er (Yunnan). After nearly 30 years of joint efforts with local farmers and authorities, those projects have been the driving force behind the economic development and living standard improvement in each of these communities.

Today, those farmers are facing the challenge of transitioning into a more professional and larger scale agriculture; Nestlé has renewed its commitment to those sustainable value chains by setting up a world-class Dairy Farming Institute in Shuangcheng and a coffee center in Pu'er.



云南咖啡种植 Growing Coffee In Yunnan

雀巢自 1988 年起在云南省帮助发展咖啡种植业，并陆续在普洱建立了雀巢农艺服务部和示范农场帮助当地的咖农从事咖啡种植。雀巢的农艺师团队为农户，其中许多人位于边远少数民族地区，提供免费的现场培训，解答疑难问题并提供技术支持，旨在提高咖啡产量和质量及提高农户的市场意识。

除了显著的经济效益之外，雀巢在云南的咖啡种植活动也大大促进了当地的社会发展，并获得了社会各界的广泛好评。2014 年 3 月，习近平主席访问比利时期间，在当地最大的报纸比利时《晚报》发表题为“中欧友谊和合作：让生活越来越好”的署名文章。文章开篇提到：“有位比利时人，从 2004 年起，一直在中国西南边陲指导当地农民种植咖啡豆脱贫致富”。这位比利时人就是当时常年住在普洱的雀巢咖啡专家邬特，他也是雀巢派驻普洱的六位外籍咖啡专家中的第五位。

此外，2012 年 6 月在巴西里约热内卢召开的“联合国可持续发展会议”前夜，雀巢在云南的工作骄傲地获得“世界商业和发展奖”，该奖由联合国开发计划署、国际商会和国际工商领袖论坛联合发起，是迄今为止，雀巢的云南咖啡项目所获得的最高嘉奖。

2014 年，雀巢与普洱市达成协议，在普洱市投资建设咖啡种植中心，

其中包括咖啡种植培训中心、仓库、实验室和雀巢咖啡体验中心。该设施每年可以为几千位咖农、农艺师和咖啡专业人士提供可持续种植方法的培训。

Nestlé began to develop coffee farming in Yunnan province in 1988 and formally established Nestlé Agriculture Services to assist and provide technical support to coffee farmers in Pu'er. Nestlé agronomists give on-site, free and on-demand training and technical assistance to coffee growers, mainly in remote ethnic areas with the aim of improving yield and quality and providing market knowledge.

Besides significant economic benefits, Nestlé activity in Yunnan has received wide acclaim for boosting the local social development. In March 2014, during Chinese President Xi Jinping's visit to Belgium, an article entitled "China-EU Friendship and Cooperation: to Make Our Life Better and Better" published in the largest local newspaper Evening News, mentioned: "A Belgian has been guiding farmers out of poverty by growing coffee beans in remote Southwest China since 2004." The article was referring to the work of Wouter De Smet, the

fifth Nestlé coffee professional based in Pu'er.

In June 2012, the night before the "United Nations Conference on Sustainable Development" held in Rio de Janeiro, Nestlé received the prestigious "World's Business and Development Award" for its work in Yunnan from UNDP (United Nations Development Programme), ICC (International Chamber of Commerce) and IBLF (International Business Leaders Forum).

In 2014, Nestlé has reached an agreement with Pu'er city to establish a Coffee Farming Institute which includes a coffee planting training center, warehouses, laboratory, and the Nestlé coffee experience center. This institute will provide training to farmers, agronomists, and coffee business professionals to grow coffee in a sustainable way.





近几年，随着普洱咖啡在国际市场上的知名度不断提高，同时也为了扶持普洱咖啡顺利地走向世界，雀巢又开始了为当地咖农提供 4C (Common Code for the Coffee Community, 即咖啡社区的通用管理规则) 认证培训。4C 是国际咖啡行业广泛接受的咖啡种植标准体系。今后，国际采购商只会从经过 4C 或相当水平认证的咖啡供应商处购买咖啡豆。

经过几年的努力，已有近 3000 个合作伙伴获得认证，惠及约 36000 位咖农。截止到 2014 至 15 年收购季，雀巢在云南采购的所有咖啡豆均来自接受过 4C 认证的农户或供应商。

In recent years, along with the increasing popularity of Pu'er coffee in the global market, Nestlé has been supporting local farmers by providing them training for Common Code of Coffee Community (4C) certification - a widely accepted standard by international coffee purchasers.

After years of efforts, nearly 3,000 cooperative partners have received the 4C certification which has benefited 36,000 farmers. During the 2014-2015 season, all coffee beans purchased by Nestlé were 100% 4C compliant.



发展奶牛养殖 Developing Dairy Farming



雀巢于 1987 年开始在黑龙江双城发展奶区，同时开工建设乳品工厂。这是改革开放之后，雀巢在国内的第一个投资项目。随后，雀巢相继又在山东莱西、内蒙古呼伦贝尔建立了另外两个奶区和工厂。其中，双城是雀巢公司在国内最早建设，同时也是目前规模最大的奶区。

雀巢中国发展奶区的历程可谓一个坚持不懈、信守承诺和共同成

长的故事。近 30 年来，雀巢与奶农和当地政府和主管部门共同谱写了一个执着、承诺和共同发展的成功故事。其间，针对奶户在日常生产中遇到的实际问题，雀巢的奶源专家提供了大量、及时、免费的培训和技术支持，帮助奶户不断提高鲜奶的质量和产量，使这三个奶区发展成为管理规范的鲜奶生产基地，不仅增加了奶农的收入，也为当地经济开创了一条可持续的发展途径。

Nestlé began developing the milk district in Shuangcheng, Heilongjiang Province in 1987. This was the first investment project conducted by Nestlé after China's reform and opening policy. Two other investments were subsequently made in milk districts in Laixi (Shandong) and Hulunbeir (Inner Mongolia). Today, Shuangcheng remains Nestlé's largest scale milk district in China.

Nestlé China's dairy development is a story of perseverance, commitment and mutual growth. Over nearly 30 years, Nestlé wrote a success story based on dedication, commitment and common development along with local government and authorities. Meanwhile, Nestlé has supported dairy farmers by providing free and comprehensive training and technical support to solve their specific problems. Thanks to those efforts, farmers have continuously improved their milk quality and yield and these three dairy districts have been turned into modern and professionally managed fresh milk production bases. This development path has increased the income of dairy farmers and created a sustainable local economy.



你知道吗?
Did you know?

如今，44 名雀巢农艺师携手 200 多个奶站，为培训和发展奶农、促进奶业长期可持续发展而努力。

Today, 44 dedicated Nestlé Agriculture Services staff members and more than 200 milk collection agents are committed to training and developing dairy farmers for long-term mutual growth and sustainability.

雀巢奶牛养殖培训中心 Nestlé Dairy Farming Institute



为了配合和支持我国奶业向现代化、规模化转型，提高奶牛养殖的可持续性，基于多年来开发建设奶区的成功经验，2014年10月，雀巢公司在双城建设的雀巢奶牛养殖培训中心正式投入运营。

雀巢奶牛养殖培训中心由三个不同规模的牧场，一个培训教学中心和不同的实验室组成。该中心由雀巢公司投资建设，并与国内外知名大学以及奶业供应链各个环节里的世界领先公司结成战略合作伙伴关系，因此可以为学员提供世界一流的理论培训和牧场实习，培训内容涵盖了机械化、配种技术、遗传学、饲料、卫生、环境、牧场管理和财务管理等目前奶业转型过程中所面临挑战的各个方面。

雀巢牛奶养殖培训中心面向全行业开放，学员中既有兄弟公司负责奶牛养殖的同行，也有个体牧场主，既有学生，也有在职科研人员。

The Dairy Farming Institute was established in October 2014 in Shuangcheng to support the Chinese dairy industry modernization and transformation. The Nestlé Dairy Farming Institute was set up in the background of a long and successful cooperation with the local dairy farmers ; It supports the development of new skills required to manage large dairy farms and to establish a sustainable dairy farming industry for the entire country.

The Nestlé Dairy Farming Institute consists of three different size training farms, a training center and several laboratories. Thanks to partnership with preeminent national and international universities as well as world leading companies in the dairy industry, the institute offers

world-class theoretical and practical training in topics such as mechanization, breeding, genetics, feeding, hygiene, environment, pasture management and financial management.

The Nestlé Dairy Farming Institute is opened to the entire dairy industry and will train individual dairy farmers, professionals as well as researchers and students.



位于双城的雀巢奶牛养殖培训中心云集了国际上在该领域领先的大学、公司和机构，为学员提供世界一流的培训。目前，这些合作伙伴分别是：

- 1 东北农业大学
- 2 威斯康星大学麦迪逊分校
- 3 国际牧场联盟
- 4 奥特奇生物制品公司
- 5 亚达 - 艾格威公司
- 6 东石北美牧场科技公司
- 7 基伊埃工程技术公司
- 8 蓝德雷公司
- 9 世亚农牧设备公司
- 10 勃林格殷格翰药业公司
- 11 礼来制药动物保健部
- 12 硕腾动物保健品公司
- 13 爱伟创称重技术公司
- 14 福斯特自动化公司
- 15 国科诚泰农牧设备公司

Currently, the Nestlé Dairy Farming Institute gathers the following leading universities, companies and institutes:

- | | |
|-----------------------------------|--|
| Northeast Agriculture University | |
| University of Wisconsin – Madison | |
| IFCN | |
| Alltech | |
| Alta-Agricorp | |
| Eastrock | |
| GEA | |
| Land O'Lakes | |
| SCR | |
| Boehringer Ingelheim | |
| Elanco | |
| Zoetis | |
| Avery Weigh-Tronix | |
| Foerster Technik | |
| Goke | |

营养

Nutrition

雀巢作为世界领先的营养与健康公司，不断投资于其产品创新，加强并提升各种产品的口味及营养价值。

为了分析雀巢产品中的营养价值，雀巢建立了严格的方法，即雀巢营养评估体系 (Nestlé Nutritional Profiling System) ，该体系基于世界卫生组织等权威机构的推荐，并由营养和产品开发专家定期评估，以确保其能囊括营养、健康和幸福生活方面的最新的发展和思考。

在不断提升营养价值的同时，雀巢还尽最大努力确保产品的口味，所开发的每一款产品都要经过 60/40+ 的测试。所谓 60/40+ 就是通过邀请消费者对产品的试吃，以确保至少有 60% 的试吃人群认可该产品的口味。而其中的 “+” 则代表雀巢对该产品的营养要求。

雀巢对营养、健康的追求还体现在针对各个年龄段消费群体的不同营养需求，提供多种营养成份（尤其是微量元素）加强型产品，减盐，减糖，产品的量分等，以支持消费者对均衡饮食的要求。

此外，雀巢积极参与国内外营养和健康方面的倡议活动，包括举办儿童营养教育计划，以及面向中老年人的营养教育计划。

As the world's leading Nutrition, Health and Wellness Company, Nestlé continually invests in the innovation and renovation of its large product portfolio, to enhance and communicate their taste and nutritional value.

In order to analyze the nutritional value of its products, Nestlé has established a rigorous methodology based on recommendations for dietary intake issued by authorities such as the World Health Organization. These Nestlé Nutritional Profiling System criteria are regularly reviewed by teams of nutrition experts and product specialists, to incorporate the latest thinking and developments in nutrition, health and wellness.

While continuously improving the nutritional value, Nestlé also does its utmost to ensure products meet rigorous standards for nutrition and consumer preference. All products must go through the 60/40+ test with consumer panels where at least 60 of the 100 people must prefer the Nestlé product over the competitor's. The “+” represents the added nutritional plus or benefit in the product.

Nestlé's science-based solutions help to address the nutrition challenges providing products and services for people at all stages of life and for all conditions. Nestlé's offers specific products providing a variety of nutritional ingredients (including micro nutrient), while reducing salt and sugar content to support consumer's need towards balanced diet.

In addition, Nestlé actively participates in national and international nutrition and health initiatives, including nutrition education and awareness programs targeting children and seniors.





水管理及环境的可持续发展 Water and Environmental Sustainability



雀巢的目标是使我们的产品不仅更美味，更健康，更营养，同时也对环境更有利。公司致力于将环境可持续性纳入所有的业务活动、品牌及其价值链中，减少对水资源和环境的影响。其中包括在全世界的 440 多家工厂，其中 33 家在中国，以及成千上万的供应商。

水资源的可持续发展是雀巢“创造共享价值”三个重点领域之一。负责任地利用水资源对于雀巢自身的业务发展也是非常重要的。为此，雀巢公司承诺在所有工厂配备世界一流的废水处理设施，并对制造流程进行优化。同时，携手供应商和广大农户提高保护水资源的意识，并不断改进用水效率。

Nestlé's goal is to make products tastier, healthier and more nutritious as well as better for the environment. This commitment for environmental sustainability reaches all Nestlé businesses, brands and value chains, including Nestlé 440 factories around the world (including 33 in China) and millions of suppliers.

Water sustainability is one of the three pillars of Nestlé's "Creating Shared Value". Responsible water stewardship is critical to the future of Nestlé business. Nestlé continuously strives to reduce its water and environmental footprint. Factories are equipped with state of the art waste water treatment facilities and manufacturing processes are optimized to ensure natural resources and environment preservation.



你知道吗?
Did you know?

从 2000 年到 2012 年，虽然雀巢的产量在增加，但每吨产品对环境的影响显著减少，废水排放减少 57%，耗能减少 66%，温室气体排放减少了 75%。

From 2000 to 2012, Nestlé has significantly reduced its environmental impact despite an increase in production volumes: Water waste has been reduced by 57%, energy consumption by 66% and green house gases by 75% for every ton of products

品牌与产品

Brands and Products

雀巢为消费者提供丰富多样的产品，无论是人生的哪个阶段（母婴、青少年、中老年等），无论是以什么方式享用（即饮、即食、烹调等），无论是在什么地方享有（家庭烹饪、餐馆、专业餐饮等），都能够提供营养、健康、优质的产品选择。

同时，雀巢通过与深受消费者信赖的本地品牌 -- 太太乐、银鹭和徐福记一一合作，不断推出新产品，以满足中国消费者的口味需求。

Nestlé is committed to providing a variety of nutritious, tasty and quality products to the consumers, at every stage of their life (from infants to adults to seniors), in any way they enjoy it (from ready to drink/eat to home cooking) and in any setting they like (from home to restaurants and professional catering).

The majority of Nestlé's business is locally branded and enjoys a strong credibility with Chinese consumers. Brands like Totole, Yinlu and Hsu Fu Chi are all leading brands in their respective product categories.





咖啡 Coffee



二十世纪三十年代，雀巢发明了速溶咖啡，世界第一个速溶咖啡品牌——“雀巢咖啡”创立。

二十世纪八十年代，雀巢咖啡来到中国，将“咖啡”这一新生事物成功引入中国老百姓的生活当中，孕育了中国的咖啡文化。

针对中国市场和消费者的口味，雀巢咖啡不断推陈出新，在中国推出了从主流到高端的全方位产品线，包括速溶咖啡、即饮咖啡和胶囊咖啡机。其中，速溶咖啡包括1+2系列产品、馆藏系列产品、醇咖啡系列产品。2013年上市的雀巢咖啡Dolce Gusto胶囊咖啡机，为中国消费者带来了全新的咖啡饮用体验。



Nestlé invented instant coffee in the 1930s and NESCAFÉ the world's first instant coffee brand.

NESCAFÉ was first introduced to Mainland China in the 1980s, bringing the novelty of coffee and setting the stage for the development of a local coffee culture.

NESCAFÉ is constantly innovating, bringing Chinese consumers a wide range of coffee experience from mainstream to premium segments. Today's products include instant coffee (1+2, Café Collection range and the pure soluble coffee), ready-to-drink coffee and capsule machine. In 2013 NESCAFÉ launched its Dolce Gusto capsule coffee to bring a new coffee experience to Chinese consumers.



冰淇淋

Ice Cream

雀巢冰淇淋一直不断创新，推出有趣、优质的冰淇淋新口味，为冰淇淋爱好者带来新鲜享受。与许多公司不同的是，雀巢只使用天然色素。

除了旗舰产品雀巢花心筒，它还有一系列独特出众的概念产品，例如八次方、雪糍、笨 NANA 及美味的牛奶棒。

Nestlé Ice Cream is continuously rejuvenating its product range to delight ice cream lovers with innovative, fun and high quality ice cream. Unlike many competitors, Nestlé only uses natural colouring.

Besides the iconic cones, Nestlé Ice Cream offers a wide range of unique and differentiated concepts like 8 Cube, Moji, BenNaNa and the tasty milk stick.



雀巢婴儿营养 Nestlé Infant Nutrition



婴儿奶麦粉是雀巢公司给全球消费者奉献的第一款产品。1867年，雀巢公司的创始人亨利·雀巢先生以自制的奶麦粉，成功挽救了一位母乳不足的婴儿的生命，由此展开了雀巢在母婴营养领域近150年的发展历史。

作为母婴营养领域的领导者，雀巢深知从母亲怀孕到宝宝两岁，这生命最初1000天是影响母婴一生健康的关键窗口期。在中国，雀巢提供的母婴营养产品已覆盖1000天的每一个阶段，包括孕产期的准妈妈奶粉，宝宝成长各阶段的婴幼儿配方奶粉，以及婴幼儿营养米粉等产品。针对1000天的关键生长发育特征，雀巢“优养千日，优护一生”营养教育项目在孕期、初生、扶坐、稳坐、爬行和学步六个关键阶段，提供与之匹配的营养和喂养信息。雀巢愿携手中国千万家庭，共同抚养更健康的下一代。

Infant milk cereal was the first product Nestlé provided for consumers worldwide. In 1867, Henri Nestlé, the founder of Nestlé Corporation, saved a baby's life with the milk cereal he invented, starting the long company's history in maternal and infant nutrition.

As the industry leader in the field of maternal and infant nutrition, Nestlé knows that the first 1,000 days of life starting from pregnancy to the baby's second birthday are a critical phase to influence maternal and infant lifetime health. Nestlé provides a full portfolio of products for the first 1,000 days, including milk powder for pregnant and breastfeeding mothers, infant formula milk powder for all stages and infant

cereal. According to the typical development milestones of the first 1,000 days, Nestlé "Start Healthy Stay Healthy" nutrition education program provides targeted nutrition and feeding solutions to six crucial phases, including Pregnancy, Birth, Supported Sitter, Sitter, Crawler and Toddler. Nestlé is looking to nurture a healthier generation together with thousands of Chinese families.

惠氏营养

Wyeth Nutrition



惠氏于1913年进入婴儿配方领域，并在近期并入雀巢集团，自始至终从事婴幼儿营养事业的发展。

大中华区是惠氏全球最重要的市场。因此，中国消费者的口味和偏好是惠氏产品研发时最重要的考量因素之一。

Wyeth Nutrition was established in 1913 as an infant formula manufacturer and remained faithful to its roots with its recent integration into the Nestlé group.



Greater China is the most important market for Wyeth. As a result, Chinese consumer tastes and preferences play an important role during product development stages.

雀巢饮用水 Nestlé Water



随着国家的发展，消费者开始习惯饮用瓶装水。公司凭借雀巢自身品牌、收购的云南大山矿泉水及获特满确立了自己的市场领先地位。

雀巢饮用水专注于提供优质安全的饮用水，通过与诸多本地及国际品牌合作，满足消费者的不同需要。

Along with the growth of the country, Chinese people have embraced the consumption of bottled water. Nestlé has built up its presence with its own brands and through the acquisition of Yunnan Dashan Water and Waterman.

Nestlé Waters focuses on providing quality and safe water through a wide range of local and imported brands to cater the diverse needs of Chinese consumers.

云南大山矿泉水

Yunnan Dashan Water

云南大山是位于中国西南部的云南省领先品牌，拥有良好声誉，以纯朴自然、独特的文化著称。

云南大山攀升至顶尖品牌，归功于云南大山饮品有限公司对当地消费者的深入了解，踏实肯干的企业家作风、以及强大的经销网络。

Yunnan Dashan is Yunnan's leading water brand, in a province renowned for its pristine environment and unique cultural identity.

The brand rose to the top thanks to Yunnan Dashan's deep understanding of local

consumers, its entrepreneurial management style and a strong distribution network.



你知道吗？
Did you know?

云南大山新开发了一系列新包装，系由雀巢大中华区及其国际团队参与研究。新的1.5升瓶较之前强度增加50%，重量减少21%，且生产瓶子减少使用电力23%。

Yunnan Dashan recently launched a new range of bottles developed in partnership with Nestlé Greater China and global teams. The new 1.5L bottle is 50% stronger than its predecessor, while using 21% less material and 23% less electricity to produce.

糖果 Confectionery



雀巢脆脆鲨是中国威化品类的领导品牌。随着品牌形象黄色鲨鱼走入千家万户，脆脆鲨已经成为雀巢糖果业务在中国最有名的品牌。在这变化速度极快的氛围中，该品牌已有18年的历史。中国消费者喜爱这一美味的零食，香浓巧克力与酥脆饼干的完美平衡，让消费者爱不释口，咬出快乐！

为了更好的满足消费者对于美味的追求，雀巢在中国还拥有包括趣满果在内的其他糖果类品牌，以及若干精选的进口巧克力品牌。

Nestlé CUICUISHA, China leading wafer brand, with its iconic yellow Shark character, is the most famous Nestlé's confectionery brand in the country. The brand has been around for 18 years which is quite a feat in such a fast changing environment. Chinese consumers enjoy this delicious snack for its perfect balance of chocolate and wafer, a real bite into happiness!

For a maximum of pleasure and enjoyment, Nestlé Confectionery also carries brands like FRUTIPS, as well as selected imported chocolate brands.

雀巢健康科学

Nestlé Health Science



雀巢健康科学公司是雀巢旗下的医疗营养品公司，成立于2011年，致力于让营养成为治疗的一部分。业务涵盖消费者保健，医疗营养和创新营养治疗三个领域。目前中国的业务以儿科和成人营养为主，未来会有越来越多高品质的产品提供给中国消费者，改变他们管理自身健康的方式。

Nestlé Health Science, a Nestlé medical nutrition company, was established in 2011 as a health-science company aiming to foster a therapeutic role for nutrition in healthcare. Its business area covers consumer care, medical nutrition and novel therapeutic nutrition. Today,

the business in China focuses on pediatric and adult nutrition with the introduction of more and more high quality products, effectively changing the way consumers approach their health management.



中老年营养 Senior Nutrition

2015年，中国已经有3亿人口超过55岁。为满足这部分中老年人对营养健康的需求，雀巢奶品开发了一系列中老年配方奶粉，针对其对骨质，心脏和消化的要求。同时，雀巢奶品还大力倡导“点滴关怀，雀巢微孝”行动，获得了年轻子女们的广泛认可和积极参与。

With 300 million Chinese over 55 years old in 2015, Nestle provides Senior Nutrition solutions to address their nutrition and health concerns, with a range of senior formula milk powders providing bone, heart and digestion benefits. Meanwhile, Nestle also launched the “Weixiao” campaign, engaging millions of adult children to follow and show their daily care to parents.



你知道吗?
Did you know?

除此之外，雀巢奶品还邀请专业医生在零售店为中老年消费者提供免费体检和健康生活习惯的建议。从2011年至今，已在全国范围内为600万以上的中老年消费者提供了免费检测和咨询。

Nestlé Dairy also invites professional doctors to provide free health check and recommendations on healthy lifestyle to senior consumers in store. Since 2011, over 6 million senior consumers have received a free health check and consultation.

太太乐

Totole

太太乐于1988年在上海正式成立，是中国最大的鸡精生产商。与其它同类产品不同，太太乐使用鸡肉、大蒜和葱等新鲜原料制作鸡精。因此，太太乐鸡精的独特口味足以激发完美的味蕾感受。

如今上海太太乐运营着全球最大的鸡精工厂。

Established in 1988 in Shanghai, Totole is China's largest bouillon manufacturer. Unlike traditional bouillon recipes, Totole uses fresh ingredients including chicken, eggs, onions and garlic. As a result, Totole bouillon has a distinctive and superior taste that appeals to the palates of Chinese consumers.

Totole operates today the world's largest chicken bouillon factory in Shanghai.



徐福记 Hsu Fu Chi



徐福记是1992年创立的，很快成为了中国领先的糖果品牌。徐福记提供多种糖果供消费者自由选择，让消费者享受多种多样创新品种。

徐福记始终致力于推广新年糖，已迅速成为中国新年糖果的同义词。徐福记以其遍布全国的广泛复杂的销售及营销网络构建了市场领导地位。

Hsu Fu Chi was founded in 1992 and quickly became China's leading sweets and candy brand. Hsu Fu Chi won the hearts of Chinese consumers by introducing the 'pick and mix' concept, letting customers create and enjoy their own candy assortment.

The Hsu Fu Chi name quickly became synonymous with Chinese New Year's sweets. Hsu Fu Chi built its market leadership by setting up early an extensive and sophisticated sales and marketing network around the country.



银鹭

Yinlu



银鹭的历史可以追溯到1984年，位于福建省偏远的马塘村。后来，银鹭专门生产饮料及八宝粥，被公认为现今国内杀菌与包装技术的领军企业。

银鹭最著名的产品是其八宝粥及花生牛奶，这也是雀巢大中华区热销的商品。银鹭继续扎根农村，并在国内农村地区建立了广泛的销售网络。在这些地区，银鹭拥有较高人气和良好信誉。

The origin of Yinlu can be traced back to 1984 in the rural village of Matang, Fujian province. Yinlu eventually focused on beverage and congee manufacturing and is recognised today as a leader in sterilisation and packaging technologies in China.

Yinlu is famous for its congee line of products and its peanut milk, which is today the

most popular product within Nestlé Greater China. Yinlu has remained faithful to its rural roots and enjoys today a prestigious reputation in China's countryside.

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<p>银鹭食品集团 Yinlu Foods Group www.yinlu.com</p>  	<p>云南大山 Yunnan Dashan www.dashangy.com</p>  	<p>四川豪吉食品有限公司 Sichuan Haoji www.haoji.com.cn</p>  	<p>雀巢饮用水专家 Nestlé Waters www.nestle-waters.cn</p>  
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 Nestle			
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