

# NESTLE

# THE ORIGINS OF NESTLÉ

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This segment explores the humble beginnings of Nestlé, founded in the 1860s, and discusses its founder, Henri Nestlé, and the initial products that set the stage for the company's future growth.

# A HUMBLE START

Nestlé began in 1866 as a small company focused on baby food. Henri Nestlé, a pharmacist, created a nutritious formula for infants who could not breastfeed. This innovation quickly gained popularity.



# EARLY PRODUCTS

The first product was called "Farine Lactée," a mixture of cow's milk, flour, and sugar. It provided a life-saving solution during a time when infant mortality rates were high, changing the lives of many families.



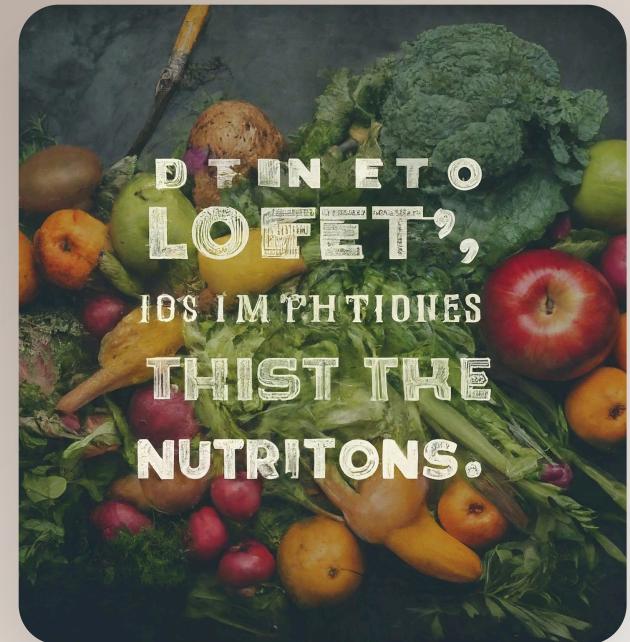
# EARLY SUCCESS

The success of the formula encouraged expansion. By the end of the 19th century, Nestlé had established itself in Europe and began producing condensed milk, leading to even greater demand and revenue.



# NESTLÉ'S PHILOSOPHY

Nestlé's philosophy has always centered on nutrition and health. The company's founders believed access to nutritious food should be available to everyone, setting a foundation that remains integral to its mission today.



# EXPANSION AND INNOVATION

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This segment highlights the expansion of Nestlé into new markets and its commitment to product innovation throughout the 20th century.

# GLOBAL EXPANSION

After its early successes, Nestlé expanded its reach internationally. The acquisition of various brands and the establishment of factories worldwide marked a turning point in its global presence by the early 1900s.



# REVOLUTIONARY PRODUCTS

Throughout the 20th century, Nestlé introduced revolutionary products like Nescafé in 1938. The instant coffee creation responded to changing consumer habits and became a staple for millions worldwide.



# RESPONDING TO TRENDS

Nestlé adapted to the increasing demand for convenience foods, introducing ready-made meals and frozen foods in the 1960s and 70s, thus catering to the busy lifestyles of modern consumers.



# CONSTANT INNOVATION

Innovation continued into the late 20th century with products like Nestlé Toll House cookies and various beverages. This culture of innovation has kept Nestlé at the forefront of the food industry.



# SUSTAINABILITY AND RESPONSIBILITY

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In this segment, we will discuss Nestlé's commitment to sustainability and how it addresses environmental issues and social responsibility in its operations.

# ENVIRONMENTAL COMMITMENT

Nestlé has recognized the need for sustainability in production. The company is actively working to reduce its carbon footprint, managing water usage efficiently, and investing in renewable energy sources.



# ETHICAL SOURCING

Nestlé emphasizes ethically sourced ingredients. Through programs that promote fair trade, the company supports farmers and communities, ensuring that everyone benefits from the business of food.



# HEALTHY PRODUCTS

The company is also focused on improving the healthiness of its products. Nestlé has set ambitious goals to reduce sugar, salt, and saturated fats while enhancing the nutritional value of their offerings.



# COMMUNITY ENGAGEMENT

Nestlé engages in community programs to foster education, nutrition, and health awareness. By supporting local initiatives, they contribute positively to societies around the world where they operate.



# NESTLÉ'S DIVERSE PORTFOLIO

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This segment delves into the various brands and categories that fall under the Nestlé umbrella, highlighting its diverse product portfolio.

# BEVERAGE RANGE

Nestlé offers an extensive beverage range, including coffee, tea, and water brands. With Nescafé, Nestea, and Perrier leading the lineup, these beverages are part of daily life for millions worldwide.



# FOOD PRODUCTS

Nestlé's food portfolio is just as impressive. From Maggi noodles to KitKat chocolate bars, the company caters to various tastes and preferences, making it a household name globally.



# NUTRITION AND HEALTH

In the health sector, Nestlé's focus on nutrition translates to specialized products like baby formula (Nestlé NAN) and dietary supplements, aiming to support all life stages from infancy to elderly.



# PET CARE

A lesser-known facet is Nestlé's pet care division, which includes popular brands like Purina. With a commitment to pet health and nutrition, they play a significant role in the growing pet industry.



# THE FUTURE OF NESTLÉ

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This segment examines the future direction of Nestlé, including trends the company is following and how it plans to adapt to changing consumer preferences.

# DIGITAL TRANSFORMATION

Nestlé is embracing digital transformation by utilizing data analytics to enhance customer experiences and streamline operations. This adaptation is key in a rapidly changing digital landscape.



# PLANT-BASED INNOVATION

The rise of plant-based diets has led Nestlé to invest heavily in plant-based products. They're responding to demand for healthier, sustainable options by launching various innovative offerings.



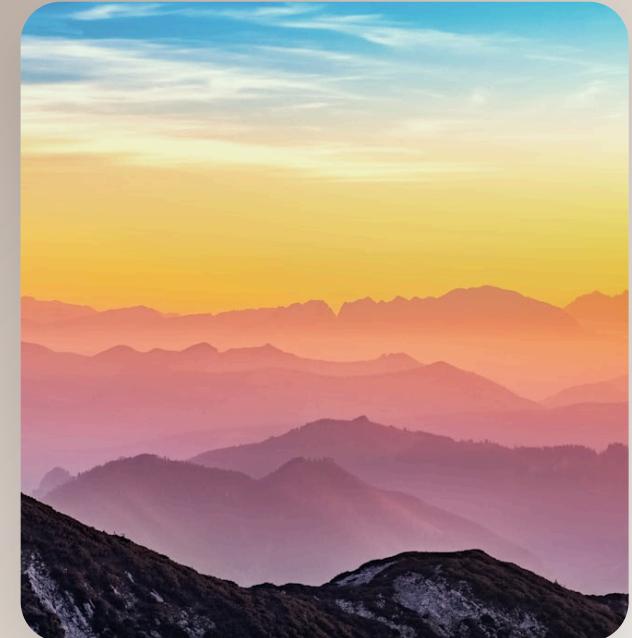
# HEALTH AND WELLNESS FOCUS

The company's dedication to health and wellness continues. Nestlé is prioritizing product reformulation and new product development based on the latest health research to meet consumer needs effectively.



# COMMITMENT TO SUSTAINABILITY

Looking ahead, sustainability will remain a cornerstone of Nestlé's mission. The company is setting near-term goals for carbon neutrality and zero waste, showing a commitment to a sustainable future.



# THANK YOU



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