

Nestlé USA



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CHAIRMAN AND  
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September 26, 2007

The Honorable Edward J. Markey  
Chairman, House Subcommittee on  
Telecommunications and the Internet  
House Committee on Energy and Commerce  
U.S. House of Representatives  
Washington, DC 20515

Dear Chairman Markey,

I welcome the opportunity to respond to your September 12, 2007 letter. In the following paragraphs, I describe Nestlé's commitment to nutrition, responsible advertising, and our position on the CBBB's Children's Food and Beverage Advertising Initiative.

Nestlé's commitment to nutrition began in 1866 when Henri Nestlé invented what would later be recognized as the world's first infant food. More than a century later and around the globe, this commitment to nutrition, health and wellness continues. Today, our diversified portfolio in the United States includes LEAN CUISINE®, NESTLÉ® JUICY JUICE®, NESTLÉ® NESQUIK®, NESTLÉ® COFFEE-MATE®, WONKA®, POWERBAR®, DREYER'S® and EDY'S® SLOW CHURNED Light Ice Cream, BUITONI®, and PERRIER®, S. PELLEGRINO® and POLAND SPRINGS® waters.

Our portfolio includes products that fit the varied needs of our consumers. We are continually improving the nutritional profile of our products and we've recently made several nutrition innovations. We reformulated NESQUIK® powders to contain 25% less sugar than competitive brands, providing a healthy alternative. We also launched NESTLÉ® JUICY JUICE® Harvest Surprise earlier this year, the first and only 100% fruit and vegetable juice made just for kids. LEAN CUISINE® SPA CUISINE launched new varieties with twice the vegetables of an average LEAN CUISINE® entrée. BUITONI® introduced new Whole Wheat pasta varieties reflecting the growing emphasis on the benefits of whole grains. For those living with diabetes, we offer a wide variety of diabetic-friendly products including NESTLÉ® COFFEE-MATE® Sugar Free Creamers and NESTLÉ® No Sugar Added Hot Cocoa.

Our longstanding commitment to nutrition goes beyond our products. Our award-winning nutrition education program, Healthy Steps for Healthy Lives, offers teachers innovative tools to educate pre-school and kindergarten students about good nutrition and physical activity. This program includes information that can be shared at home with parents and caregivers and is available in English and Spanish. More than 40,000 Healthy Steps kits have been distributed to teachers reaching more than one million children and their

families. Due to the popularity of the Healthy Steps program, Nestlé has made the kits fully downloadable from the Internet.

Nestlé is committed to responsible advertising and abides by internally-generated guidelines. From our broad portfolio of products, two -- WONKA® and JUICY JUICE® -- are advertised to children and that is done responsibly. We are a long-time supporter of the Council of Better Business Bureau's (CBBB) Children's Advertising Review Unit (CARU) and have applied it to all forms of communications from television advertising to marketing promotions and web communications. Nestlé actively participated in the recent effort to review and strengthen CARU, a complementary effort to the separate Children's Food and Beverage Initiative, and will continue to adhere to the guidelines.

Specifically, you asked if Nestlé planned to join the CBBB's Children's Food and Beverage Advertising Initiative. Our current marketing practices directed to children adhere to the Initiative with few exceptions. For example, the voluntary CBBB Initiative may mean discontinuing some initiatives such as the Healthy Steps program, which we believe would be a loss in our effort to help parents and teachers teach children about healthy lifestyles.

This is a complex issue and, as a global company, Nestlé is currently evaluating our internal children's advertising standards around the world. This process will be completed in 2008. In the meantime, Chairman Markey, Nestlé USA will continue its long-term commitment to responsible children's advertising, including following the strengthened CARU standards, and focusing on the important role nutrition plays in the lives of children and all consumers.

Should you have questions, I invite you to contact Louise Hilsen, who heads Nestlé's Washington office, at (202) 756-2491.

Sincerely,



Brad Alford  
Chairman & CEO

Enclosure