

Nestlé to launch new *Milo* without cane sugar

EMBARGOED UNTIL: 12.01am 10 April 2019

Sydney, 10 April 2019 - Nestlé Australia is set to launch a new version of *Milo* without cane sugar in response to the changing nutritional needs of families.

This week, the factory where *Milo* was first created 85 years ago scaled up production of the new addition to the range, *Milo* 30% Less Added Sugar*, after more than two years in development.

Nestlé General Manager Andrew McIver said the new product still has the delicious *Milo* choc malt taste and crunch.

"*Milo* was originally designed as a nutritious drink for undernourished children during the Depression, delivering added vitamins and minerals in a format children enjoyed.

"With parents increasingly concerned about added sugar in their children's diets, we've created an option that is true to the *Milo* heritage and encourages people to drink milk, but delivers less added sugar."

Mr McIver said that like original *Milo*, new *Milo* 30% Less Added Sugar contains lactose, which is a naturally occurring sugar in the milk powder, and added sugar in the malt barley – but the cane sugar is gone.

"From the very beginning, our focus was on creating a product that both tastes like original *Milo*, and behaves like original *Milo*," Mr McIver said.

"That means not just keeping the same core ingredients of milk powder, cocoa and malt barley, but also making sure it looks the same, tastes great, and has crunchy bits on top," he said.

"People will be able to choose whether they want the original *Milo*, or the new *Milo* 30% Less Added Sugar, knowing that whatever they choose will taste delicious."

Milo 30% Less Added Sugar contains malt barley, milk powder and cocoa – like the original – but replaces cane sugar with stevia for sweetness, and soluble corn fibre for texture, to give a new version that looks, tastes and behaves like the 85 year old family favourite.

The new *Milo* 30% Less Added Sugar is priced at RRP \$6.99 and will hit the shelves in early May, alongside the original *Milo* range.

ENDS

*Compared to standard *Milo* when prepared according to directions with skim milk.

Released by Nestlé Australia/New Zealand

For further information: Margaret Stuart, 0412 893 080 or margaret.stuart@au.nestle.com

Background – *Milo* 30% Less Added Sugar

- The name *Milo* 30% Less Added Sugar compares the new product to original *Milo* when it is made with skim milk according to directions.
- The “added sugar” on the Nutrition Information Panel for *Milo* 30% Less Added Sugar is primarily maltose in the malt barley extract.
- As well as including added sugar labelling on the new *Milo* 30% Less Added Sugar, original *Milo* labels are also being changed to include added sugar labelling.
- Nestlé has also created *Milo* without cane sugar in a number of other countries as part of a global move to reduce sugar in its products. *Milo* 30% Less Added Sugar has been developed separately to these, recognising the uniqueness of *Milo* in Australia.
- *Milo* 30% Less Added Sugar and milk is a nutritious formulated supplementary food that provides essential nutrients for children who need a nutritional boost.

Background - *Milo*

- *Milo* was created by food scientist Thomas Mayne, who was briefed to develop something nourishing for children suffering from poor diets and malnutrition during the Great Depression, using ingredients Nestlé already used.
- It was originally developed at Smithtown in NSW, and launched at the 1934 Sydney Royal Easter Show.
- While added vitamins and minerals were part of *Milo* from its creation, the vitamin mix has changed to reflect the contemporary nutritional needs of children.
- *Milo* is now made in 24 factories around the world, and sold in more than 40 countries, making it one of the few Australian-created food brands to enjoy widespread adoption. However, the recipe is different in each country – for example, Australia and New Zealand are the only countries where *Milo* has crunchy bits on top.
- *Milo* and milk is a nutritious Formulated Supplementary Food that provides essential nutrients for children who need a nutritional boost.

Comparing *Milo* 30% Less Added Sugar with original *Milo*

	<i>Milo</i> 30% Less Added Sugar		<i>Original Milo</i>	
	Per 100g	Per 20g serve with 200ml skim milk	Per 100g	Per 20g serve with 200ml skim milk
Energy (kJ)	1460	590	1610	620
Protein (g)	11.9	9.8	12.3	10.0
Total Fat (g)	9.6	2.1	9.7	2.0
Saturated Fat (g)	6.3	1.5	6.3	1.3
Carbohydrate (g)	45.9	19.2	59.5	22.8
- Sugars (g)	30.1	16.0	43.6	19.8
- Lactose (g)	12.7	12.5	12.3	13.5
- Added Sugars (g)	17.4	3.5	31.3	6.3
Dietary Fibre (g)	15.6	3.1	4.1	0.8
Sodium (mg)	135	130	140	110
Riboflavin (B2) (mg)	1.59	0.69 (41% RDI)	1.59	0.67 (40% RDI)
Niacin (B3) (mg)	12.5	2.6 (26% RDI)	12.5	3.2 (32% RDI)
Vitamin B6 (mg)	2.0	0.4 (25% RDI)	2.0	0.6 (35% RDI)
Vitamin B12 (µg)	2.0	0.4 (20% RDI)	2.0	1.0 (50% RDI)
Vitamin C (mg)	44	11 (28% RDI)	44	12.9 (32% RDI)
Vitamin D (µg)	13.5	2.7 (27% RDI)	13.5	3.2 (32% RDI)
Calcium (mg)	850	400 (50% RDI)	830	410 (50% RDI)
Iron (mg)	18	3.6 (30% RDI)	18	4.1 (34% RDI)
Phosphorus (mg)	630	330 (33% RDI)	670	330 (33% RDI)

RDI – Recommended Dietary Intake