

100 tahun Nestlé di sisimu™

Centenary

Thanks to our consumers and business partners, Nestlé has grown from strength to strength. Today we are 100 years old, and stronger than ever.

2012 will be a year-long celebration of Good Food, Good Life, as Nestlé celebrates its 100th anniversary in Malaysia. This milestone marks the incredible journey that has led Nestlé and its brands to become so much a part of Malaysian life. Here are some glimpses of the public revelling in the thrills and treats of the occasion.

配合雀巢在马来西亚成立100周年纪念，2012年将会是个欢庆好食品、好生活的一年。这个里程碑的意义在于它记载了雀巢和其品牌一路走来的每一步足迹，让它成为马来西亚人生活的一部分。以下收录的是公众陶醉在各种乐趣无穷和款待盛会的一些片段。



Royal touch. Sultan of Selangor DYMM Sultan Sharafuddin Idris Shah (right) launched the Nestlé 100 Years Celebrations at Dataran Merdeka on March 18, 2012

皇者之光·雪兰莪州苏丹，SULTAN SHARAFUDDIN IDRIS SHAH殿下于2012年3月18日，在默迪卡广场，为雀巢成立100周年庆典举行推介礼。



Part of the action. The booth set up by the Nestlé Professional team.
活动之一。由雀巢专业餐饮团队设计的展位



Thirst quencher. The new Nestlé Sjora® was the highlight drink on that warm afternoon.
解渴首选。全新的NESTLÉ SJORA®是炎热下午消暑止渴的最佳良伴。



Mashed up fun. Participants enjoyed creating sculptures using Maggi® Mashed Potato Complete Mix.

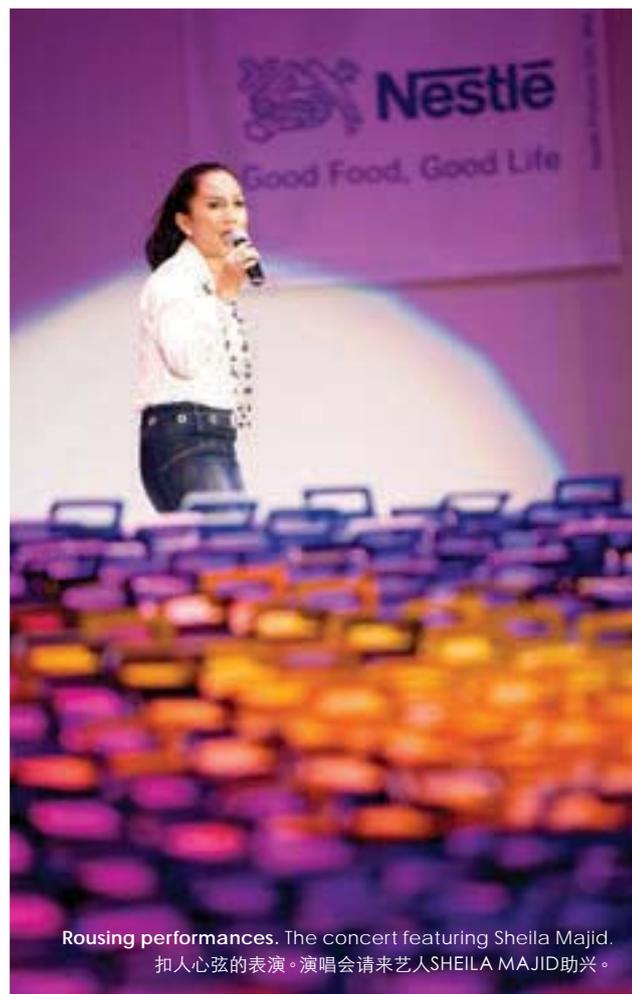
Celebrations

一百周年纪念庆典

衷心感谢支持我们的消费者和商业伙伴，雀巢的规模因此不断壮大，如今我们已经100岁，而且比以往更强大。



Pages of history. Chronicing Nestlé's 100-year legacy in the coffee table book with Peter R Vogt, Managing Director of Nestlé (Malaysia) Berhad.
历史之章。马来西亚雀巢有限公司董事经理，PETER R VOGT把雀巢的100年之传奇历史记载在精美画册上。



Rousing performances. The concert featuring Sheila Majid. 扣人心弦的表演。演唱会请来艺人SHEILA MAJID助兴。



Heave-ho. The ladies displayed their strength in a tug-of-war at the carnival. 伙伴们，用力呀！女生们在嘉年华会上的拔河赛展示她们的力量。



搓薯泥小玩意儿。参与者运用MAGGI®马铃薯泥制造雕塑。



Smiles. Food Business Manager, Jackie Ng, posing with the little mashed potato artists.
笑一个。雀巢食品营销经理，JACKIE NG与小巧可爱的马铃薯泥艺术家合照。



Mr Mash. The walking mascot for MAGGI® Mashed Potato Complete Mix makes his delightful debut with the crowd.
薯泥先生。MAGGI®马铃薯泥的吉祥物，首次在人群中开怀亮相。

To Lasting Partnerships

为建立长久的合作关系敬贺

From the beginning, Nestlé has been committed to supporting the success of the F&B industry. On the occasion of the company's centenary, let's stroll down memory lane and remember the events that had kindled the trust and partnership that continues to flourish between us to this day.

由始至终，雀巢致力于发展餐饮业。在公司的百年庆典之际，让我们旧曲重温，回顾那些促进消费者信任和合作关系的点点滴滴，让公司可以继续蓬勃发展至今。



MILKMAID condensed milk tin from the early years.
早期的MILKMAID炼奶罐。

1912



Nestlé arrived in Malaysia as the Anglo-Swiss Condensed Milk Company.
雀巢以英瑞炼乳公司商号来到马来西亚。

1929

Nestlé

NESCAFÉ

The favourite coffee of Malaysians makes its debut.
广受马来西亚人喜爱的咖啡首次推出市场。

1948



The iconic MILO van
象征性的美禄车



1949



MAGGI mania in the early days
初期的MAGGI®狂热者

1964



Nestlé Professional establishes the Culinary Arts Award, together with Chefs Association of Malaysia and Malaysian Association of Hotels, with the objective of elevating the culinary arts among young talents.
雀巢专业餐饮连同马来西亚厨师协会和马来西亚酒店协会，创办了雀巢专业餐饮厨艺奖，旨在提升年轻人才的厨艺水平。

1976

The FoodServices business of Nestlé was created.
雀巢设立餐饮服务业务。



2006

Transformation of the FoodServices Business Unit into Nestlé Professional, a globally-managed business division dedicated to the out-of-home food and beverage market.
从餐饮服务业务单位转型为雀巢专业餐饮，一个专注于户外食品和饮料市场的全球商业管理单位。



2009



Nestlé Professional inaugurates NutriPro Evening, a first-of-its-kind seminar on nutrition, health & wellness for F&B operators.
雀巢专业为其首屈一指的餐饮经营者营养、健康和保健研讨会，NUTRIPRO EVENING揭开序幕。

2010



Sponsorships of major food and beverages industry events, aimed at further uplifting professional standards in Malaysia.
活跃赞助饮食行业主要活动，目的是提升马来西亚专业水准。

2012

Nestlé Celebrates its 100th year anniversary!
雀巢庆祝其公司成立100周年纪念日！

100 tahun
Nestlé
di sisimu™