

Media Release  
For Immediate Release



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## NEW NESTLÉ CHEERIOS® OAT CRISP WITH BETA GLUCAN HELPS REDUCE CHOLESTEROL

*Malaysia's first ready-to-eat breakfast cereal supports early care for heart health*

**Kuala Lumpur, 20 October 2016** - Driving the importance of early and proactive care for the heart, Nestlé launched its new Nestlé Cheerios® Oat Crisp, Malaysia's first ready-to-eat breakfast cereal made from Australian oats with beta glucan which helps to reduce cholesterol, thereby providing Malaysians a healthy and convenient way to keep their heart health in check.

According to Health Facts 2014 by the Ministry of Health Malaysia, heart disease remains the number one killer in the country and is responsible for approximately a quarter of all hospital fatalities. Additionally, one of the factors of heart disease is high cholesterol. The National Health and Morbidity Survey 2015 (NHMS) found that 1 in 2 Malaysian adults had high cholesterol levels. This is a concern as it marks an increase from the survey in 2011 which found that 1 in 3 Malaysians suffered from the condition. Despite this, Malaysians still continue to indulge in a worryingly-high intake of oily and high cholesterol foods.

"We are what we eat. If we often consume fatty foods and dishes with high cholesterol content, our body will have difficulties breaking down the oil and fat, which may result in clogged arteries and heart failure. This reason alone should make us start adopting a healthier diet containing all food groups such as whole grains and oats. The soluble fibre from oats known as beta glucan binds cholesterol and removes it from the body, thus helping to reduce and maintain lower cholesterol levels," explains Ms. Indra Balaratnam, a consultant dietician who shared insights on active care for heart health during the launch.

Commenting on the challenges Malaysians face in maintaining a healthy diet, Ms. Nirmalah Thurai, Country Business Manager, Nestlé Breakfast Cereals, Nestlé (Malaysia) Berhad shared, "Malaysians generally have very busy lifestyles where 'fast and convenient' is the order of the day. Most of us also tend to favour traditional Malaysian breakfasts which may not always be the healthiest of choices. With this in mind, Nestlé has created a convenient breakfast solution which is not only ready to eat and, satisfies the palate; it also helps take care of the heart."

Containing flakes made with 68% Australian whole grain oats, a 40g bowl of Nestlé Cheerios® Oat Crisp provides 1.2g of the recommended daily beta glucan intake. The recommended amount to lower cholesterol is 3g of beta glucan per day.

Nestlé Cheerios® Oat Crisp not only helps to lower cholesterol with no fuss, it also provides essential nutrients such as fibre, calcium, iron as well as vitamins & minerals.

Singer and fitness enthusiast, Atilia Haron, as well as actor and model, Steve Yap who were also present at the launch, shared their inspiring and on-going journeys to maintain their health despite their busy schedule. Steve, who lost his father to heart attack and Atilia, whose father also recently suffered the same, are strong advocates of actively maintaining heart health and advise Malaysians to embrace healthy routines regardless of their lifestyles. “With the convenience and tasty goodness of Nestlé Cheerios® Oat Crisp, there really is no excuse not to start taking care of your heart,” said Atilia.

Nestlé Cheerios® Oat Crisp is now available in 190g and 400g packs.

For more information on Nestlé Cheerios® Oat Crisp, please visit [www.nestle-cereals.com.my](http://www.nestle-cereals.com.my). Join our conversation at #CheeriosCheerYourHeart

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#### **About Cereal Partners Worldwide**

Cereal Partners Worldwide (CPW) is a leading global breakfast cereal company and the maker of Nestlé Breakfast Cereals, including favourites such as KOKO KRUNCH®,

FITNESSE®, CHEERIOS® and CORN FLAKES®. With more than 50 brands to suit all ages and lifestyles, CPW strives to make breakfast better with convenient, tasty and nutritious food that helps people start their day in the best possible way.

Established in 1990, CPW is a long-standing partnership between Nestlé and General Mills, bringing together the world-class capabilities of both companies. Headquartered in Switzerland, CPW has a strong global network with 4,600 employees, 17 factories, four R&D centres and sales teams in more than 130 markets.

For more information visit: [www.cerealpartners.com](http://www.cerealpartners.com)

#### **About Nestlé Malaysia**

Nestlé, the world's largest food and beverage manufacturer and a leader in Nutrition, Health and Wellness, is headquartered in Switzerland. Since 1866, Nestlé has been committed to providing high quality, tasty, safe and nutritious products to our consumers, in line with our promise of Good Food, Good Life. Nourishing Malaysians since 1912, Nestlé has earned the trust of our consumers through our quality brands and products, as well as our commitment to improve the lives of the communities in which we operate. At Nestlé, our consumers are at the heart of everything we do. We aim to delight our consumers by offering the best quality products; staying true to our Swiss roots while maintaining our Halal excellence and integrity. To learn more about how we have been nourishing Malaysians for over a century, do visit [www.Nestlé.com.my](http://www.Nestlé.com.my) or our Facebook page at <http://www.facebook.com/NestléMalaysia>.

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#### **For more information, please contact:**

Rachel Goh  
Nestlé Breakfast Cereals  
Email: [Rachel.Goh@my.Nestlé.com](mailto:Rachel.Goh@my.Nestlé.com)  
Tel: (+603) 7965 6187

Sarah James or Winnie Lai  
FleishmanHillard Communications  
Email: [kl.nestle.cereal@fleishman.com](mailto:kl.nestle.cereal@fleishman.com)  
Tel: (+603) 2094 0760