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Nestlé Showcases How It Nourishes Malaysia

Nestlé's Nourishing Malaysia Showcase kicked off today as it once again aims to encourage healthier diets and active lifestyles amongst Malaysians, in line with the Government's efforts for a healthy Malaysia.

The 5th edition, of the Nourishing Malaysia Showcase by Nestlé Malaysia showcases the company's products, activities and services with regards to its commitment to Nutrition, Health and Wellness.

Held at the **Atrium Area of AEON Jusco Bukit Indah in Bukit Indah, Johor Bahru from 10.00 a.m. to 9.00 p.m. until Sunday, 4th July 2010**, the Showcase will demonstrate to visitors how the company has evolved in its journey to becoming the world's leading and trusted Nutrition, Health and Wellness Company and being a leader in nutrition.

"Nestlé's Nourishing Malaysia showcase is an opportunity for consumers to learn how to make healthier and informed choices by providing them with the relevant information and for us to communicate the latest developments, technology, research and resources that we put into our products to ensure that Malaysians have better options to meet their lifestyle and budget needs," said Managing Director of Nestlé (Malaysia) Berhad, Mr. Peter R. Vogt.

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“We intend to share with our stakeholders and consumers how we innovate our products, complement the Ministry of Health’s 10-Year Nutrition Action Plan and educate them about chronic diseases, which they can fight off by adopting healthy and active lifestyles so that they can all enjoy Good Food, Good Life,” added Vogt.

Nestlé has been nourishing Malaysians since 1912, serving quality food products, and bringing pleasure, sound nutrition and wellness to generations of Malaysians. The Company strives to motivate Malaysians to lead a healthier lifestyle and recognises the important role of mothers and caregivers in influencing healthy living in the family and community.

Visitors to the Showcase can expect to enjoy:

- Nestlé’s latest product innovations and updated information on its initiatives to Nourish Malaysia
- Nestlé’s efforts to complement the Ministry of Health’s 10-Year Nutrition Action Plan by helping consumers achieve a healthier and balanced diet through healthier products ~ the development of products with less sugar, less salt, less fat, etc.
- Guided tour of the Showcase by Wellness Ambassadors
- Cooking demonstrations and product sampling
- Appearance by brand ambassadors

The two-day public event will also feature activities for the entire family such as healthy cooking demonstrations, colouring and talent contests, as well as fun exercise and dance sessions. There will also be free health-screenings (BMI, Blood Sugar & Cholesterol checks) for the first 100 adults above 35 years old.

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