

Nestlé UK Ltd



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Ben Reynolds
Deputy Chief Executive
Sustain
The Green House
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By email: ben@sustainweb.org

London, 31 May 2023

Dear Mr Reynolds,

Thank you for [your letter dated 12 May 2023](#). I appreciate that you contacted me to share your concerns and views which I respect and value.

I want to start by assuring you that Nestlé devotes significant resources to developing food, drink and nutrition products that are healthier and more sustainable. Nestlé UK & Ireland has a wide product range – from pet food, mineral water and coffee to vitamins, supplements, medical and infant nutrition, cereals, noodles and sauces, food service, and confectionery. Following the publication of the nutritional make-up of our portfolio in March, Nestlé intends to grow the more nutritious part of its portfolio around the world.

It is important to us that any product that is deemed HFSS is marketed responsibly and is part of a healthy diet. In relation to KitKat Cereal specifically, the word “nutritious” has been removed from our global website, and I would like to reassure you that my team in the UK made sure it is never marketed as such. KitKat Cereal was launched as an adult-focussed cereal, intended to be enjoyed occasionally and as part of a balanced diet. We have strict guidelines on marketing to children and these have been followed throughout.

We are proud that 84% of our UK cereal portfolio is non-HFSS and we have worked incredibly hard over the last 15 years to reformulate our cereals, reducing salt by 3 million teaspoons and sugar by 59 million teaspoons across our products, including some of the more indulgent ones. We have also increased wholegrain in our products over many years, and it is the number one ingredient in the majority of our cereals.

I want to reassure you that I am very thoughtful about your comments and that they will be taken seriously for future decisions on products and marketing.

We welcome constructive discussion on how the UK can move forward on improving the health of the population in a competitive commercial environment that incentivises responsible players. As we have said before, we are open to the idea of effective regulation that creates a level playing field in the UK, drives proper innovation in our sector and has the desired health outcomes that we all wish to see.

I genuinely appreciate your feedback. Please write to my team, whether good or bad, in the future.

Yours sincerely,

A handwritten signature in black ink, appearing to read 'R Watson', with a horizontal line underneath it.

Richard Watson
CEO, Nestlé UK & Ireland