

# NESTLÉ® NESQUIK® now offers 1% low-fat flavored milk!

100% milk!



## The extra credit is nutrition.

- NESTLÉ NESQUIK® is the first national brand offering 1% low-fat milk, which is 50% lower in fat than reduced-fat milk, addressing dietary-fat concerns.
- NESQUIK® is naturally nutrient-rich 100% milk, not part-water/part-milk like some beverages.
- NESQUIK® helps kids and teens get more calcium (40%DV).
  - Nearly 9 out of 10 teenage girls and 7 out of 10 teenage boys don't get the calcium they need.<sup>1</sup>
  - Kids who drink flavored milk consume more calcium without increasing consumption of added sugars or total fat in their overall diet.<sup>2</sup>

<sup>1</sup> USDA's Continuing Survey of Food Intakes by Individuals, 1996.

<sup>2</sup> Johnson, RK et al., Journal of American Dietetic Association, 2002.

	Unit Code	Case Code
Nesquik Lowfat (1%) Milk 14 oz.	28000-03428-0	28000-34274-6
Nesquik Chocolate Lowfat (1%) Milk 14 oz.	28000-03669-0	28000-36168-6
Nesquik Double Chocolate Lowfat (1%) Milk 14 oz.	28000-13675-8	28000-36742-8
Nesquik Strawberry Lowfat (1%) Milk 14 oz.	28000-03672-0	28000-36711-4
Nesquik Vanilla Lowfat (1%) Milk 14 oz.	28000-03678-2	28000-36707-7
Nesquik Fat Free Chocolate Milk 14 oz.	28000-03715-4	28000-43714-5

## The taste that scores with students.

- NESQUIK® is America's #1 flavored-milk brand with largest market share in grocery (21.3%) and convenience stores (35.5%).<sup>3</sup>
- Kids and teens want NESQUIK®.
  - 58% of children under 13 and 42% of teens 13-17 who drink flavored milk drink NESQUIK® on a monthly basis.<sup>4</sup>

<sup>3</sup> Source: AC Nielsen, December 2003.

<sup>4</sup> Proprietary Volume Study 2004.



**Call 1-866-QUIK-VEND (784-5836) to learn more about placing a NESQUIK® machine in your school.**

Qualified outlets are eligible for:

- Free vending machines
- Monetary placement incentives
- Distribution coordination
- Sales commissions\*





# Shake Up Your Sales with Nestlé® Nesquik® MilkShakes!

## Introducing Nesquik Ready-to-Drink MilkShakes, in Chocolate and Strawberry!

### Excitement Builds for Nesquik MilkShakes

- The milkshake segment is growing rapidly, up 38% vs. 6% flavored-milk category growth.<sup>1</sup>
- **6 out of 10** consumers said they **would buy** Nesquik MilkShakes based on the idea alone<sup>2</sup> and **9 out of 10** consumers said they **would buy** it after tasting the product!<sup>3</sup>
- Nesquik MilkShakes will grow the category. Sixty-six percent of consumers choose flavored milk because it is a treat.<sup>4</sup> Nesquik MilkShakes will expand the category with more indulgent options.

### Nesquik Leads the Category with Every Launch

- Nesquik is the national branded leader in the category in convenience and grocery stores with shares of 35.7%\* and 21.8%, respectively.<sup>3</sup>
- The launches of Nesquik Double Chocolate and Very Vanilla were very successful, respectively capturing the #4 and #7 single-serve rankings nationwide.<sup>1</sup>
- The Nesquik 16 oz. has outpaced category growth (15.3% vs. 13.4%).<sup>1</sup>



#### Sources:

<sup>1</sup> AC Nielsen Scantrack, Total US Over \$2MM, \$ Sales, 52 weeks ending 8/9/03.

<sup>2</sup> Independent research conducted for Nestlé, September 2000.

<sup>3</sup> AC Nielsen Scantrack, Total US CTMM, \$ Share, 52 weeks ending 8/9/03;  
AC Nielsen Scantrack, Total US Over \$2MM, \$ Share, 52 weeks ending 8/9/03.

<sup>4</sup> Independent research conducted for Nestlé, 2001.



# Nescafé® Brings Coffee Expertise to Nesquik® Mocha Milk!

## Introducing the Newest Nesquik Flavor in the 16 oz. Ready-to-Drink container!

- Coffee-flavored milk is driving category growth, up 35% compared to overall category growth of 6%.<sup>1</sup>
- Nesquik Mocha will fuel growth in the flavored-milk category. Chocolate flavors are growing at a rate of 5% while non-chocolate flavors are growing at a rate of 15%.<sup>1</sup>
- Nesquik Mocha will bring new users to the category by expanding Nesquik's overall reach by 4%.<sup>2</sup>

### New Nesquik Mocha refreshes the category by gaining iced-coffee consumers.

- More and more people are drinking iced coffee each year, with double-digit growth in the last two years.
- Nesquik Mocha reaches a young consumer who likes sweet, flavored and creamy coffee.

### Nesquik Leads the Flavored-Milk Category with Every Launch

- Nesquik is the national branded leader in the category in convenience and grocery stores with shares of 35.7%\* and 21.8%, respectively.<sup>3</sup>
- The launches of Nesquik Double Chocolate and Very Vanilla were very successful, respectively capturing the #4 and #7 single-serve rankings nationwide.<sup>1</sup>
- The Nesquik 16 oz. has outpaced category growth (15.3% vs. 13.4%).<sup>1</sup>

**Nescafé is the #1 coffee brand in the world.**

- One out of every five cups of coffee served in the world is Nescafé.
- Nescafé subbranding will help build coffee equity and product credibility as the world's most famous coffee brand.

**100% Flavored MILK!**



#### Sources:

<sup>1</sup> AC Nielsen Scantrack, Total US Over \$2MM, \$ Sales, 52 weeks ending 8/9/03.  
<sup>2</sup> Independent research conducted for Nestlé, November 2000.  
<sup>3</sup> AC Nielsen Scantrack, Total US CTMM, \$ Share, 52 weeks ending 8/9/03;  
 AC Nielsen Scantrack, Total US Over \$2MM, \$ Share, 52 weeks ending 8/9/03.