

**Amendment To  
Children's Food and Beverage Advertising Initiative  
Nestlé USA Pledge**

This amends Nestlé USA's Food Pledge commitment. Specifically, Nestlé USA is updating the nutrition criteria by defining specific nutrient limits for calories and key nutrients. Where applicable, the products that are a part of the Pledge now appear under specific categories such as chocolate flavored milk and 100% juice. In addition, we are adding two new varieties of Push-Up® frozen dairy dessert, adding Calcium Fortified Low-fat Milk to the Nesquik® brand offerings, and dropping Juicy Juice® Harvest Surprise from the juice category.

The following sections of our original Food Pledge are impacted as follows:

B. Core Principles

- 2.d. *for products representing healthy dietary choices, state the scientific and/or governmental standard(s), or the company developed standard(s) on which the Participant is relying to designate the product as a healthy dietary choice; and*

The Nestlé USA criteria for defining products that represent “healthier dietary choices” were established using the available recommendations for dietary intakes, issued by authorities such as the World Health Organisation (WHO 2003) and the dietary reference intakes, published by the US Institute of Medicine (IOM 2006). Additionally the criteria apply key recommendations within the Dietary Guidelines for Americans 2005 (Dietary Guidelines).

2. e. *to the extent the Participant is relying on a company developed standard, state the scientific and/or governmental standard(s) on which it is based.*

Nestlé's criteria for healthier dietary choices were developed by the companies' nutrition experts using a rigorous methodology based on public health recommendations issued by WHO, IOM and the Dietary Guidelines. The criteria applies these primary principles:

1. A consideration of the product category and its role in the overall diet.
2. A consideration of specific nutritional factors pertinent to public health and essential nutritional contributions.
3. A consideration of serving as consumed and reference values specific to children.

Nestlé USA, as part of a global company, will regularly review the criteria set forth in this pledge to incorporate the latest thinking and developments in nutrition, health and wellness.

C. Supporting Data

1.e. *the basis for concluding that the product meets the standard.*

What follows is Nestlé’s rationale for healthier dietary choices and Appendix D lists the specific nutrition criteria by category.

Children have specific nutritional needs, as can be seen in nutritional recommendations issued by experts and authorities. The Food and Nutrition Board of the Institute of Medicine (IOM) has defined dietary reference intake values for energy by life stage group. As a result, Nestlé has developed a set of Nestle Daily Reference Values specific to children and their needs. (See Table I)

Table I

<b>Nutrient</b>	<b>Nestle Daily Reference Value for Children</b>
Calories	1700 kcal
Total Fat	57 g
Saturated Fat	19 g
Sodium	1400 mg
Added Sugars	≤ 25% of energy should be consumed as added sugar

**Calories**

For the 100% Juice and Flavored Milk categories, the calorie criteria reflect the intrinsic composition of the products and the role in the overall daily diet. The calorie criteria have been set at ≤170 calories which is 10% of the 1700 calorie Nestle Daily Reference Value for Children.

For Calcium Fortified Low-Fat Milk, 100 calories reflects the calories intrinsic to an 8 ounce portion of low-fat milk.

For the Push-Up® category, the calorie criteria have been set at ≤100 calories. This category of products is a convenient portion-controlled snack.

**Total Fat and Saturated Fat**

Total fat and saturated fat criteria have been established at 0 grams for the 100% juice category. Considering the intrinsic composition of this category, fruits would not be an expected carrier of total fat and saturated fat.

For the Chocolate Flavored Milk categories, the total fat and saturated fat criteria is based on the Dietary Guidelines for Americans 2005 (Dietary Guidelines) and the Acceptable Macronutrient Distribution Range specified by the IOM. The Dietary Guidelines lists fat-free and low-fat milk and milk products as a “Food Group to Encourage.” The criteria were set at  $\leq 3$  grams of total fat and  $\leq 2$  grams of saturated fat to allow for the intrinsic composition and use of fat-free and low-fat milk only.

For Calcium Fortified Low-Fat Milk, the criteria are  $\leq 2.5$  grams of fat and  $\leq 1.5$  grams of saturated fat to allow for the intrinsic composition of low-fat milk.

For the Push-Up® category, the fat criteria have been set at  $\leq 3.5$  grams of fat, which is  $\leq 10\%$  of the total Nestle Daily Reference Value for Children for fat. The saturated fat criteria have been set at  $\leq 2.0$  grams, which is  $\leq 10\%$  of the total Nestle Daily Reference Value for Children for saturated fat to allow for a low level of saturated fat from added milk ingredients to these products.

### **Trans Fat**

The Dietary Guidelines recommends keeping trans fat intake as low as possible. For all product categories we have set the nutrition criteria at 0 grams of trans fat per serving, as labeled, or less than 0.5 grams consistent with FDA nutrition labeling rounding rules.

### **Sodium**

For the 100% Juice and Flavored Milk categories, the sodium level was set to allow for the intrinsic composition of the raw materials (fruit juices and milk). The sodium criteria for the 100% juice category have been set at  $\leq 70$  mg which is 5% of the 1400 mg Nestle Daily Reference Value for Children for sodium. The sodium criteria for the Ready-to-Drink and Powdered Flavored Milk categories have been set at  $\leq 140$  mg which is 10% of the 1400 mg Nestle Daily Reference Value for Children for sodium.

The Push-Up® category sodium level was set at  $\leq 70$  mg which is 5% of the 1400 mg Nestle Daily Reference Value for Children for sodium since this category would not be an expected carrier of sodium.

The Calcium Fortified Low-Fat Milk is at 125 milligrams of sodium to allow for the intrinsic composition of low-fat milk.

### **Added Sugars**

Nestlé defines added sugars as all free mono and disaccharides in a product excluding naturally occurring sugars such as lactose from milk/dairy and mono and disaccharides from unsweetened fruit ingredients.

According to the DRI, "No more than 25 percent of energy should be consumed as added sugar. A daily intake of added sugars that individuals should aim for to achieve a healthy diet was not set."

Juicy Juice, by definition, has no added sugar. These products are 100% juice.

The Flavored Milk and Push-Up® categories of products have been set at  $\leq 12.5$  grams per product. This allows for just over half of the 21 gram added sugar limit per eating occasion, which is based on children consuming 3 meals and 2 snacks representing a total of 1700 calories

per day. (1700 calories/5 eating occasions-3 meals and 2 snacks. 1700 calories x maximum 25% of calories as added sugar equals 425 calories or 106 grams of added sugar per day and maximum 21 grams per eating occasion. )

The 25% level also represents the IOM recommendation for limiting added sugar to 25% of total calories.

**Positive Nutrient**

For all categories currently included in this pledge, the product will deliver at least a good source (10% Daily Value) of 1 positive nutrient.

Nesquik low-fat milk is calcium-fortified to increase the nutritional value of this beverage; aside from the calcium fortification, the 1% milk product has the same nutritional profile of standard of identity milk.