

DURATION: 15:00

HEADLINE: Nestlé inaugurates “nest”, its new cultural gathering place

NEWS EDIT

VEVEY, SWITZERLAND (JUNE 2, 2016) (ACTUA PR – ACCESS ALL)

B-ROLL PRESS CONFERENCE AND OFFICIAL CEREMONY

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CATHERINE SAURIS, DIRECTOR OF NEST

(SOUNDBITE IN FRENCH) Translation: Thank you for all coming to this inaugural day. Welcome to *nest*, welcome to our home. Today, we find ourselves here where it all began in Vevey, in the site where Henri Nestle’s vision took off.

What *nest* offers is to follow a story that belongs to all of us, to openly explore contemporary questions about food and engage in passionate and interactive experiments in nutrition.

I like to say that *nest* takes us on an entrepreneurial odyssey of three centuries, over several generations and in all continents.

If *nest* wakes up our memory, it activates also our reflection beyond history, exploring our link to current events and the science.

REVEAL TREE OF LIFE

ERIK BAR, SCENOGRAPH OF NEST

(SOUNDBITE IN FRENCH) Translation:

I am the type of person who buys my food at organic food stores. I worked for museums and the cultural sector and social institutions these last few years. And I own an agency that specializes in creating inspiring projects. So people ask me why do you want to work with the food industry and what about the stories about Nestle that circulate on the Internet. Are you really going to collaborate with them? My response is very simple. I worked in many places where people had great ideas but little influence. Today, I am looking to make the world a better place by working with an organization that has a real impact.

It is Nestle who opens itself to the public and it is also the public who opens Nestle.

Finally, *nest* will not tell us the entire story of Nestle, but if the visit allows the beginning of a relationship that is mutual and sincere, I am delighted to have contributed to this.

PETER BRABECK LETMATHE, CHAIRMAN OF NESTLE

We celebrate also the vision of Henri Nestle. And this vision was to improve the world through nutrition. *nest* was created to allow us to discover and explore the world of Nestle - its past, its present and also its future in the challenges linked to nutrition.

JOHANN SCHNEIDER-AMMANN, PRESIDENT OF SWITZERLAND

Today we celebrate the 150th anniversary Nestle by inaugurating *nest*. This magnificent museum which retraces the extraordinary history of Nestle. But we are also here because the Swiss people knew how to construct a country that allowed for such enterprises to take off.

VARIOUS OF OFFICIAL CEREMONY

B-ROLL OF INTERVIEWS

VEVEY, SWITZERLAND (JUNE 2, 2016) (ACTUA PR – ACCESS ALL)

INTERVIEW WITH PAUL BULCKE, CEO OF NESTLE

(SOUNDBITE) (English) PAUL BULCKE, CEO OF NESTLE, SAYING:

“First of all, we celebrate a 150 years. And these 150 years are actually based upon a passion. A passion for nutrition.”

(SOUNDBITE) (English) PAUL BULCKE, CEO OF NESTLE, SAYING:

“It is also here that it started, this is where the first infant milk and in quantity. It’s actually back to origin.”

(SOUNDBITE) (English) PAUL BULCKE, CEO OF NESTLE, SAYING:

“It’s a fantastic space that is placed in the region, because there’s other points of interest. And where we have as Nestlé, our headquarters we have this space here, alimentarium. It’s a fantastic invitation for having the broader public national and international to come over here.”

INTERVIEW WITH JOHANN SCHNIEDER-AMMANN, PRESIDENT OF SWISS CONFEDERATION

(SOUNDBITE) (English) JOHANN SCHNIEDER-AMMANN, PRESIDENT OF SWISS CONFEDERATION, SAYING:

“Nestlé is a global market a best reference for the Swiss values, which are liability, quality, effectiveness.”

(SOUNDBITE) (English) JOHANN SCHNIEDER-AMMANN, PRESIDENT OF SWISS CONFEDERATION, SAYING:

“And I know the management of Nestlé, I know the board of directors individually, personally since many years and it makes me respect their achievements and makes me very proud.”

INTERVIEW WITH PETER BRABECK-LETMATHE, CHAIRMAN OF NESTLE

(SOUNDBITE) (English) PETER BRABECK-LETMATHE, CHAIRMAN OF NESTLE, SAYING:

“nest is a recognition to the 150 years of history of Nestlé. Which has been created here in this same place, in the house where Henri Nestlé lived. In the place where he made the first breadcrumbs which went into his first product in the factory is just over there. It’s a gift to the community because we wanted to be sure that the community gets a better understanding of what Nestlé really is, a human company.”

(SOUNDBITE) (English) PETER BRABECK-LETMATHE, CHAIRMAN OF NESTLE, SAYING:

“When you come to the nest of course you have one part of the nest, which is showing you a little bit the history. But then you have another part which is the forum, and the forum gives you the opportunity to ask questions about all these issues which are today in public minds. So how is Nestlé treating the water issue, how are we treating the waste issue, how are we treating environment a lot of environment aspects, what is our position to climate change. So in a very interactive mode, in a modern environment you have the possibility to discuss those issues. Some of them are critical and some of them are not so comfortable, so it is an open transparent environment.”

(SOUNDBITE) (English) PETER BRABECK-LETMATHE, CHAIRMAN OF NESTLE, SAYING:

“It is in our hometown, in our home region, in our home country. We are perhaps the most criticized.”

(SOUNDBITE) (English) PETER BRABECK-LETMATHE, CHAIRMAN OF NESTLE, SAYING:

“We are considered to be opaque not transparent sufficiently and I think and I hope that by giving to those people the opportunity to learn about us, to show how transparent we are, how hopefully human we are. Therefore that they have a different approach to nestle, that they will know we created this wonderful tree with 1200 handmade products which are all handmade from Nestlé packaging.

(SOUNDBITE) (English) PETER BRABECK-LETMATHE, CHAIRMAN OF NESTLE, SAYING:

“I think it is a very exciting journey to spend here.”

INTERVIEW WITH CATHERINE SAURIS, DIRECTOR OF NEST

(SOUNDBITE) (English) CATHERINE SAURIS, DIRECTOR OF NEST, SAYING:

“So what is nest. So I could say that is it not exactly a museum. The way you may think of it as a museum because I don’t want to create expectations. But it’s actually the way a museum should be today, in a way that would engage people, that would provoke thinking, that would provoke emotion

as well and it's not only a sort of passive way of looking at things and not interacting but it's really about engagement. Engaging families with a value of our company."

GENERAL VIEWS FROM THE NEST

VEVEY, SWITZERLAND (JUNE 2, 2016) (ACTUA PR – ACCESS ALL)

SHOT OF FONDATIONS + SLATE

SHOT OF ZEITGEIST+ SLATE

SHOT OF FORUM + SLATE

SHOT OF VISIONS + SLATE

VARIOUS OF EXTERIOR SHOTS FROM NEST

VARIOUS OF INTERIOR SHOTS FROM NEST INCLUDING PIAZZA, CAFÉ HENRI, GIFT SHOP

B-ROLL OFFICIAL VISIT

VARIOUS FROM OFFICIAL VISIT INCLUDING SCHNIEDER-AMMANN AND BRABECK-LETMATHE

STORY

How can global food production meet the needs of over 7 billion people today? How much of the world's food supply is wasted daily? How can we manage limited global water resources in the most sustainable way? And how did a small company grow from a one-man business to one of the world's largest multinational corporations? These are some of the subjects covered at Nestle's new discovery centre, *nest*, which was inaugurated today in Vevey, Switzerland.

The President of the Swiss Confederation, Johann Schneider-Ammann, and Chairman of the Board of Directors at Nestle, Peter Brabeck-Letmathe, took part in the inaugural ceremony, which also marked Nestle's 150th anniversary.

nest is Nestle's way of celebrating the city it is rooted in and recognizing the people, including its founder, who have and continue to contribute to building the company into one of Switzerland's most successful. *nest* is also an experience that examines the critical nutritional challenges of our time: environment, agriculture, production, nutrition and water management.

nest consists of three renovated buildings, the original bakery, the villa which housed Henri Nestle's first offices and the initial factory that produced the powdered milk for children. A visit to *nest* is divided into four parts: an immersion into life in 19th century Vevey; a library or living archive of 150 years of Nestlé history; an interactive space that concentrates on today's challenges; and a floating platform, which symbolises continuous innovation and features multimedia experiences.

At the centre of it all is the Piazza, where the central piece is a tree of life, conceived by the Dutch artist Rina van der Weij and took five months to complete. The branches are decorated with 1,200 flowers, handmade with the packaging of Nestlé brands past and present from across the planet.