



**Nestlé**® Good food, Good life



Nestlé Japan Ltd.  
**Corporate Profile**



**Nestlé**® Good food, Good life

We are Nestlé, the *Good food, Good life* company. *Good food, Good life* means good business. “Good” means to maintain high standards and strive at all times to improve ourselves. Today, everything, including society and the business environment, is changing at an unprecedented pace, and we have an important role and responsibility to provide safe, high-quality food and beverages to consumers, trade customers, pets, and society. We will continue striving to ensure the delivery of products and services that are delicious, good for physical and mental health, convenient, and environmentally friendly.

Nestlé Japan, founded in 1913, celebrated its 110th anniversary in April 2023. This was thanks entirely to the support of our customers and partner companies, as well as our stakeholders, all of whom we wish to express our sincere gratitude to.

As a *Good food, Good life* company, Nestlé Japan will continue pursuing innovation to realize food, beverages, nutritional products, petcare products and high value-added services to unlock the power of food to enhance the quality of life for everyone, today and for generations to come.

**Tatsuhiko Fukatani**  
Nestlé Japan Ltd.,  
President and CEO



## Our major products

### Beverage

NESCAFÉ  
GOLDBLEND  
BARISTA



NESCAFÉ Regular  
Soluble Coffee

Original technology  
with micronized  
coffee added



NESCAFÉ  
DOLCE GUSTO



NESPRESSO



Starbucks® coffee products  
for home use



### Confectionery

KITKAT



KITKAT for regional gifting



KITKAT Chocolatory



### Malt beverage



### Cooking aids



### Nutritional products

Nestlé Health Science



### PetCare products



# Our history - Since the time of Henri Nestlé

Our trademark that depicts a parent bird lovingly watching babies was first designed by Henri Nestlé and has been passed along to the present time.

This trademark, a symbol of parents' love in caring for their children, is familiar to people all around the world across language and cultural barriers.



Our founder Henri Nestlé



Henri Nestlé's infant cereal

## Profile

Nestlé Japan Ltd.

Start of operations in Japan : April 1913

Creation of the company : June 1933

Employees : 2,400

Line of business : Production and sale of  
beverages, food,  
confectionery, pet food, etc.

Nestlé Group (Headquarters in Switzerland) (2022)

Group sales (in CHF) : 94.4 billion

Employees : 275,000

Number of countries we sell in : 188

Number of factories: 344 factories in 77 countries

## Contact

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For more information  
visit our website





# Our Purpose

Nestlé. We unlock the power of food to enhance quality of life for everyone, today and for generations to come.

Nestlé Japan is all about solving customers' problems through our products and services to achieve our Purpose.

People and the Planet

Stewarding resources and the environment

### Improving the product packaging

The outer packages used for our bag-type KITKAT products were switched from plastic to paper in 2019. This initiative was expanded to include almost all bag-type KITKAT products by 2020, cumulatively reducing 1,150 tons (as of the end of 2022) of plastic.



### Aiming to shape a circular economy

In March 2023, we took part in the corporate partnership platform, Upcycle Association, which aims to boost the recycling rate of resources and food residues. Disposed paper waste and thinned wood, as well as the paper packages of Nestlé Japan products are upcycled into paper thread through the TSUMUGI Project.



### Aiming to realize a sustainable logistics

With an aim to realize a sustainable logistics, Nestlé Japan is striving to realize stretch-filmless transportation in in-house logistics to reduce the use of plastics and improve work conditions for drivers.



People in Communities

Helping develop thriving, resilient communities

### NESCAFÉ Okinawa Coffee Project

Nestlé Japan and Okinawa SV Co., Ltd. are working in cooperation with Nago City, Okinawa Prefecture, and the University of the Ryukyus to launch the NESCAFÉ Okinawa Coffee Project with an aim to solve the problems of the primary industry through utilizing abandoned farmland in Okinawa Prefecture.



### Aiming to realize a prosperous society that people and pets can live together

Nestlé Purina PetCare aims to realize a prosperous society in which people and pets can live together. A variety of initiatives are being implemented by working with pets and pet lovers to solve social issues surrounding pets. In 2022, we collaborated with Osaka Prefecture to launch "Tomo-ni Kurasu Purina Wan-Nyan Kyoshitsu, the VR," an educational animal welfare program for children with the use of VR technology.



### Diversity, equity & inclusion

We promotes diversity, equity & inclusion in an effort to create an inclusive workplace environment that leaves no one behind.

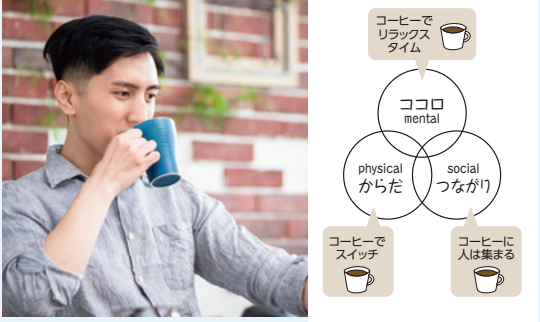


People, Families and Pets

Enabling healthier and happier lives

### Recommendation for healthy coffee-drinking habit

Coffee is known for being the biggest source of polyphenols for Japanese people. We encourage the habit of drinking three cups of coffee a day based on our key message, "3 Coffee a Day: The habit of drinking three cups of coffee a day will ensure a better life."



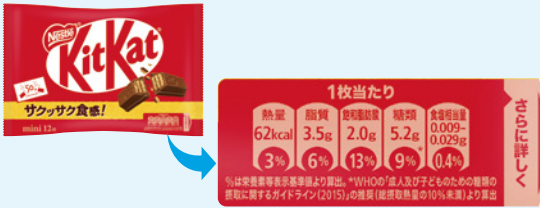
### Providing healthier choices

Nestlé Health Science has extensive brands for supporting people in all stages of their lives, including brands based on over 30 years of on-site medical and nursing care know-how, and the company supports the healthy lives of people through the "power of nutrition." Ten ISOCAL Jelly High Calorie products cleared government approval standards, and were authorized for labeling as "Foods for people with dysphagia with the aim of preventing aspiration".



### Nutritional information on packaging

To promote understanding for our products by providing information on healthy eating habits, we present easy-to-understand icons on product packages showing the amounts of calories, fats, saturated fatty acids, sugars and salts contained in a single serving, and their ratios (%) relative to the approximate amounts that should be consumed in a day. Detailed nutritional information is also provided on packages along with Nestlé Nutritional Compass.



The Nestlé brand portfolio in Japan covers a wide range of food, beverage, and PetCare products.

