

Nestlé Australia Ltd.

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Dear Mr Gillespie

We note your post on the *Raisin Hell* website www.raisin-hell.com entitled *Telling Lies to Children (and their parents)* dated 28 May 2009.

Nestlé is disappointed to see that the comments on your website are misleading and untrue. Uncle Tobys *Fruit Fix* contains 99% fruit ingredients, including concentrated apple puree, grape juice concentrate, strawberry puree, and concentrated aronia juice and fruit fibre.

You represent in your post that the *Fruit Fix* Strawberry variant contains only strawberries and make an inference that additional sugar has been added to the product, when this is not the case. Your comments illustrate the danger of over simplifying the nutritional debate by focussing on a single ingredient when the product is made from a number of fruit ingredients. The front of pack clearly describes the product as "...apple, strawberry and grape snack", which you have failed to mention in your post. The product uses fruit puree and juice, which are inherently high in natural fruit sugars. Nestlé does not add any fructose to the *Fruit Fix* product.

Accordingly, to compare the sugar content of strawberries to the sugar in a finished *Fruit Fix* product without explanation that the product contains other fruit purees and juices and the sugar is naturally occurring from the fruit is clearly misleading.

Your comments are damaging to Nestlé, which ensures all of its product claims and representations can be substantiated and are in accordance with relevant laws. The "1 serve of fruit" claim is in line with the Departments of Health publications: *Australian Guide to Healthy Eating* and *Go For 2 and 5 Campaign*, which recommend consumers aim for two serves of fruit per day, one of which can be processed fruit such as dried fruit, pureed fruit or fruit juice. A defined serve of fruit (dried, fresh or juice) provides 300kJ. A serve of *Fruit Fix* provides approximately 320 kJ and provides similar nutrients to those found in fruit, including a source of fibre, vitamin C and folate. The packaging clearly states that fresh fruit is always best. *Fruit Fix*, which is not dissimilar to a dried fruit product, provides a useful and convenient alternative to a serve of fresh fruit on occasions people choose it.

Far from feeling ashamed, Nestlé takes pride in having developed a snack that provides one serve of fruit per bar and taking an important step towards making convenient snack foods more nutritious.

Whilst Nestlé has no concern with people voicing their opinions of its products, it does take exception to misleading and inaccurate statements about them and accusations that Nestlé lies to children and their parents. Accordingly, we expect you to remove from your post all references that are misleading and all accusations that Nestlé is telling lies.

Yours sincerely

Richard Anderson
General Counsel