



Good Food, Good Life

Nestlé Lanka PLC News Release

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Nestlé Lanka Launches MAGGI Ricey

Delighting Sri Lankan Consumers with the Goodness of Premium, Local Rice and an Exciting Chicken Curry Flavour

Nestlé, the world's leading Nutrition, Health and Wellness Company, recently launched its most indigenous MAGGI Noodles product in Sri Lanka, MAGGI Ricey - a delicious and nutritious noodles product made with the goodness of locally produced, premium rice and complemented with Sri Lanka's favourite chicken curry flavor.

"It gives me great pleasure to introduce MAGGI Ricey, developed by our local team with the support of our world renowned Nestlé R&D. MAGGI Ricey caters exclusively to the tastes and nutritional needs of Sri Lankans. With an in-depth understanding of our local consumers, we have under the umbrella brand of MAGGI, combined the enriching goodness of Sri Lankan premium rice with a blend of chicken curry flavor. We look forward to delighting thousands of MAGGI consumers across the country with our latest MAGGI noodles innovation!" said Mr. Alois Hofbauer, Managing Director of Nestlé Lanka PLC.

As a locally manufactured product, MAGGI Ricey is produced with high premium rice that has been cultivated by local rice farmers, enabling Nestlé to make a positive impact on their livelihood and on rural economies overall. *"Creating Shared Value for Nestlé and for society – that's the way we do business"* added Mr. Hofbauer.

The launch of the product comes in the wake of the opening of the Noodles plant commissioned by Nestlé early this year, with the aim of expanding production capacity for all MAGGI Noodles products. The Noodles plant has further enabled Nestlé to contribute towards rural development by providing job opportunities to many individuals in the community.

"MAGGI 'two minute' noodles has delighted generations of Sri Lankans since 1984" said Ms. Priyadarshinie Karunaratne, Assistant Vice President – Food for Nestlé Lanka PLC. *"A trusted Sri Lankan household favourite, MAGGI has, over the years, won the hearts of Sri Lankan adults and children alike with its range of diverse flavours that cater to consumers of all ages. As a brand that strives to uphold our consumers' trust in us, we continuously endeavour to delight and add further value to our consumers' diets and lifestyles. It therefore gives us great pleasure to offer MAGGI Ricey, a locally popular combination of rice and chicken curry, to our loyal consumers. With the launch of MAGGI Ricey, Nestlé combines its expertise in the world's most cutting edge R&D together with indigenous favourites to offer our MAGGI fans a product that will undoubtedly excite their palettes."*

With Sri Lanka keenly focused on developing a self-sustained economy, MAGGI Ricey is developed in line with the country's strong focus to promote the use of locally produced raw materials for the manufacture of food and beverages. Honourable Basil Rajapaksa, Minister of Economic Development, recently announced aims to reduce the per capita consumption of wheat flour per annum from 26kg to 16kg since Sri Lanka has achieved self-sufficiency in rice production as of this year.

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