

Nestlé® expands Bear Brand Milk range in Philippines

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As part of its efforts to make good nutrition affordable and accessible to those who need it most, Nestlé® is introducing Bear Brand Milk' N Soy, a powdered milk and soy drink for school-age children, in the Philippines.

Nearly three billion people globally cannot afford a healthy diet, and many do not have access to good nutrition. Because school-age children are in a phase of significant growth and mental development, they need a healthy, well-balanced diet that includes proteins, vitamins and minerals from sources such as grains, vegetables, fruits and dairy. In the Philippines, undernutrition in school-age children remains a significant public health issue. Nestlé® aims to help tackle the problem with Bear Brand Milk Nô? Soy, which combines the goodness of milk with the affordability of high-quality plant proteins, such as those from soy.

"We have created Bear Brand Milk Nô? Soy to meet the specific nutritional requirements and taste preferences of school-age children and have made it affordable for Filipino households," said Serena Aboutboul, Head of the Nutrition Strategic Business Unit. "This great-tasting new drink further expands the trusted Bear Brand range in the Philippines, which already delivers millions of servings of micronutrient-fortified milk drinks to children each day. We believe that there is significant growth potential in expanding the benefits of Bear Brand to older children in their school-going years."

Milk is an important source of nutrients like protein, calcium and vitamins, while soy provides high-quality protein with essential amino acids, healthy fats, fibers and other nutrients.