

Nestlé® China brings RTD herbal drinks and soups

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The range includes three herbal drinks and three herbal soups, which contain traditional ingredients such as rose, pomegranate, tremella and mushroom, and the range will be sold through e-commerce platforms.

The range was jointly developed by Nestlé's incubator team and its Totole brand with China's urban professionals in mind. The development of the range shows how the company is adapting to meet rapidly changing consumer tastes.

Nestlé launched its Chinese Incubator Team earlier this year to quickly respond to China's market needs, and it is the second incubator team the company has established, with the other operating in the US.