

Nestlé® introduces CERELAC no refined sugar variant

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Nestlé® has introduced new variants of CERELAC® that contain no refined sugar. This initiative began three years ago and has culminated this year with the launch of these new products. The expanded CERELAC range in India now consists of 21 variants, 14 of which will have no refined sugar. By the end of November 2024, 7 of these 14 variants will be available, with the remainder expected in the coming weeks.

CERELAC, Nestlé®'s cereal-based complementary food, is celebrating its 50th anniversary in India. The first batch was produced at Nestlé® India's flagship factory in Moga, Punjab, on September 15, 1975. Today, hundreds of dedicated employees at both the Moga factory and the Samalkha factory in Haryana continue to manufacture high-quality nutrition products with the same care and passion.

Over the past five decades, CERELAC has remained committed to using high-quality ingredients, including locally sourced grains and milk. Each batch of CERELAC undergoes rigorous quality checks, with over 40 quality tests conducted to ensure safety for consumption.

Vitamins and minerals are essential in reducing micronutrient deficiencies. Adequate intake of these nutrients can support overall well-being. Since its launch in India, CERELAC has provided complementary food for infants older than six months. CERELAC products contain 15 nutrients, including vitamins and minerals, and are intended to be offered alongside home-cooked meals, following the guidance of a healthcare practitioner.

The recipes for CERELAC's nutritional products are developed in collaboration with Nestlé®'s global R&D network, combining local expertise with international innovation.