

Vital Foods partners with Nestlé Health Science

Auckland – 14th July 2011 – Vital Foods today announced that Nestlé Health Science has become a strategic investor and taken a minority stake in the company. The terms of the transaction are not being disclosed.

Nestlé Health Science was established in January 2011 to pioneer personalised nutritional solutions to address chronic medical conditions, such as gastrointestinal disorders, metabolic conditions and cognitive decline. Nestlé Health Science is interested in Vital Foods' portfolio of dietary supplements for digestive health, particularly constipation. The dietary supplements – *Kiwi Crush* and *Phloe* – are already widely used and recommended in New Zealand and are supported by clinical trials.

“We are delighted to partner with Nestlé Health Science,” said Dr. Gursh Bindra, CEO of Vital Foods. “Together, we are now well positioned to provide nutrition solutions for digestive medical conditions; for example constipation, which is commonly reported by patients with irritable bowel syndrome.”

Founded in 1991 with strong agricultural science credentials, Vital Foods has captured a strong market position in the New Zealand market with its kiwifruit-based digestive health products.

The range is being expanded with a view to focussing on maintaining consumers' digestive health and well-being. Bindra explained, “Feedback from consumers, combined with results from our clinical trials, indicate that our products are safe and effective on a daily basis.”

By partnering with Nestlé Health Science, Vital Foods will now evaluate opportunities to continue developing its product portfolio which will be further supported by additional clinical evidence.

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For more information please view www.vitalfoods.co.nz or contact:

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