



Digital Marketing & Analytics

Corporate Reputation Management

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38,000

63,33,33,333

How the 2 Minute Noodles Became a 2-Year Nightmare!



- **March 2014** – UP Food Safety and Drug Administration official, Sanjay Singh conducts a raid on retail outlets and challenges the ‘No MSG added’ claim; Gorakhpur Lab confirms presence of MSG
- **Apr, 2015** – On Nestle’s insistence for further testing, the ‘chhota pack’ samples were sent to Central Food Laboratory, Kolkatta, which confirms MSG and also level of lead 1000 times over permissible limit
- **Apr, 2015** – FSSAI (Food Safety and Standards Authority of India) imposes a ban
- **Jun-Sep, 2015** – Nestle recalls and destroys 38,000 tons of Maggi noodles
- **Nov, 2015 - Nov, 2016** – took almost 12 months to be fully back on shelves, and much longer to rebuild consumer trust

We Will Remove 'No MSG' from the Maggi Noodles Label: Nestle's Global CEO

NDTV Food | Updated: June 06, 2015 14:51 IST





Mar - Dec, 2014

- Nestle denied presence of MSG and challenged the findings of Gorakhpur Lab report. Samples sent to CFL on its insistence for retesting

Apr, 2015

- Even after the CFL report, the company claimed that there was no order to recall Maggi Noodles being sold and that it was safe to eat. Nestle bosses argued at a meeting with the FSSAI that the tests at the Kolkata lab had "showed a very high level of lead because the samples remained open for a long period of time before being tested". The company could not elaborate on how that could have caused the sample to be tainted.

June, 2015

- The company decided to take the product off the shelves, while asserting that the product was "completely safe", as three states, following upon FSSAI's directive - Uttarakhand, Gujarat and Jammu and Kashmir – announce a ban

The Press Release Dtd. 5th June, 2015



In spite of MAGGI Noodles being safe, Nestlé India decides to take the products off the shelves

NESTLÉ HOUSE, Gurgaon,

Nestlé India reconfirms that MAGGI Noodles in India are **safe**. **In spite of that**, Nestlé India has decided to take the product off the shelves nationwide in view of recent developments and concerns around the product, which has led to an **environment of confusion** for the consumer. This, Nestlé believes, does not provide a conducive environment to have the product in the market, at this moment.

Speaking to the media, Mr. Paul Bulcke, Global Chief Executive, Nestlé said: “The trust of our consumers and the safety and quality of our products is our foremost priority everywhere in the world. Unfortunately, recent developments and growing concerns about the product have led to **confusion for the consumer** to such an extent that we have decided to take the product temporarily off the shelves, **in spite the product being safe**”.

Nestlé applies the same quality standards and the same food safety and quality assurance systems everywhere in the world. This also prominently applies to MAGGI Noodles in India.

Responding to the recent concerns around lead, Nestlé has conducted extensive, additional tests on over 1000 batches of MAGGI Noodles at its own accredited labs, complimented by tests on over 600 batches at external laboratories. **All results indicate that MAGGI Noodles are safe and well within the regulatory limits established in India**. Nestlé has shared these results with the authorities, as well as with the broader public online.

The company **also confirms that it does not add MSG (E621) to its MAGGI Noodles in India**, as stated on the label. **As some ingredients like groundnut protein, onion powder and wheat flour contains glutamate naturally, this may have led to the confusion** and as such Nestlé has decided to remove the **specific mention of “No Added MSG”** from the label.

“With the consumer in mind, we will do everything it takes, and are fully engaged with the authorities, to clarify the situation to have MAGGI Noodles back on the shelves at the earliest.” Mr. Bulcke added.

The Outcome



Nestle India Limited

19,628.65 INR

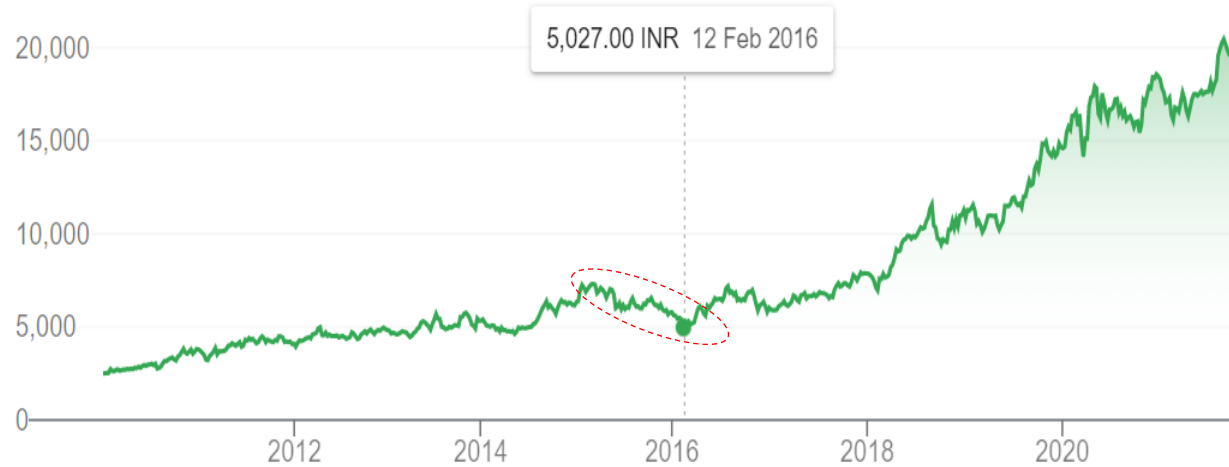
+17,132.70 (686.78%) ↑ all time

28 Sep, 10:03 am IST · Disclaimer

NSE: NESTLEIND

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1D 5D 1M 6M YTD 1Y 5Y Max



- Nestle's survival threatened in India
- Loss of revenue - Maggi accounted for 25% of its revenue and had 80% market share in the noodles category
- Share price tanks
- Consumer confidence dented



