

# History of milo essay sample

[Business](#), [Marketing](#)



Milo is a milk beverage with chocolate and malt, produced by Nestlé and originating from Australia. It was developed by Thomas Mayne in 1934. Milo is also manufactured in other countries, including Singapore, Malaysia, China, Thailand, Indonesia, Philippines, Vietnam, New Zealand, Hong Kong, India, Japan, Jamaica, Trinidad & Tobago, Chile, Colombia, Peru, Nigeria, Kenya, Ghana, Papua New Guinea, South Africa, Sri Lanka, Syria and Taiwan. The name derives from the famous Greek athlete Milo of Crotona, after his legendary strength.

Milo is added to hot or cold milk to give it a malted chocolate flavor and extra texture. When combined with cold milk, it retains the gritty texture of its raw state. Milo can be stirred into steamed milk or hot water to create something similar to hot chocolate or cocoa. Sugar can be added to the Milo beverage, but many people enjoy it without the addition of sweeteners, appreciating it for its subtle chocolate flavor. Another possible use is making a normal cup of cold Milo and microwaving it for approximately 40-60seconds. This gives the Milo drink a biscuit cover on top. Another popular use is to sprinkle it on ice cream, especially vanilla ice cream. Milo can also be sprinkled on breakfast cereals. Milo is often the flavored beverage for the Tim Tam Slam.

Also very popular is the “ Magic Milo” which involves adding Milo to a small amount of milk with sugar and whipping it to increase the amount of air in the milk, thereby doubling it in size. Then one adds small amounts of hot water and milk in layers stirring each new layer vigorously to maintain its lightness. A final layer of whipped cream topped with extra Milo or chocolate

sprinkles. This is more of a ‘ warm’ beverage rather than a ‘ hot’ one and is a more popular version of hot Milo for children.

Milo manufactured outside Australia is customized for local methods of preparation. In Ghana, Malaysia, Philippines, Singapore and Indonesia, it is mixed with hot or cold water instead of milk, with the instructions “ Add milk and sugar if desired.”

Other countries the packaging is green and has people playing sports on the tin. There is an organization called “ Milo Cricket” which operates in most areas by volunteers, children participating are given small packets of Milo to eat or drink. The commercials and taglines are “ Go and go and go with Milo” and a popular commercial is a generations of women on a skipping rope singing “ and my mom gave me Milo to go and go and go” and the line “ I need my Milo Today”, because it has a low glycemicindex. The packaging of Milo tins in Singapore is also green and also has people playing sports on the tins.

Milo is very popular in Philippines and Malaysia, where the brand name is synonymous with chocolate flavored drinks: Milo has a 70% market share in Philippines (not the often quoted 90% worldwide share of Milo consumption), Malaysians were said to be the world’s largest consumers of Milo. This is because Milo was once used as a nutrient supplement when it was first introduced in the country, and has thus gained a reputation as a ‘ must have’ drink for the old and the younger generations. Milo manufactured in Malaysia is made to dissolve well in hot water to produce a smooth hot chocolate drink, or with ice added for a cold drink. Milo in Malaysia is served in

kopitiam and mamak stalls offering versions such as “Milo Dinosaur” (a cup of Milo with an extra spoonful of powdered undisclosed Milo added to it), “Milo Godzilla” (a cup of Milo with ice cream and/or topped with whipped cream) and “Neslo” (combined with Nescafe powdered coffee). It gained popularity in Singapore soon after.

### Brand Name

MIL0 was developed in the 1930s during the depression when many children were not receiving enough nutrients from their daily diet.

Thomas Mayne, a NESTLÉ Industrial Chemist, created the nutritious beverage using local milk knowledge and Swiss cocoa expertise.

The name MIL0 was based on a Greek mythical character MILON, who was known for his strength.

In 1934 MIL0 was launched at the Sydney Royal Easter show.

### Milo Variants

#### Product item

Nestlé seeks to earn consumers' confidence and preference and to follow and anticipate consumer trends, creating and responding to demand for its products. Therefore Nestlé is driven by an acute sense of performance, adhering to and favoring the rules of free competition within a clear legal framework. We choose Milo since it is a brilliant example of where as the superior quality, patented technology and basically selling directly to consumers and this whole business is growing rapidly. Milo has been around for decades, and it is one of Malaysian favorite chocolate malt drink to

everyone. Malaysia also is the world's largest consumers of Milo. Product item depth

Milo is a very well known product and Milo also has variety of product items under the same brand which is Milo. These are the type of Milo that Nestle have been produce.

### The original Milo

The original Milo contain nutritional icon on each pack reinforces the nutritional properties that consumer can get from every cup of nutritious and great-tasting Milo

### Milo Fuze

Milo Fuze comes in three variants and is the easy tasty way to enjoy nutritious Milo with Actigen-E and other nutritious ingredients. It is vary by 3 types which is cereals for hunger pangs, 3in1 for consumer convenience and better taste, and last one is high calcium for stronger bones.

### Pack Extra Nutrition with Milo

A healthier choice in new design UHT pack. Milo UHT packs, the ready-to-drink format is nutritious chocolate malt beverage is nutritious and healthier in a new attractive design. It contains all the nutritional benefits of Milo such as ACTIGEN-E and PROTOMALT in a convenient pack. Milo for Adults

Milo 3-in-1 For Adults with Actigen E has already milk and sugar in it. MILO 3in1 for Adults offers the complete creamy mix of MILO, milk and sugar plus energy releasing Actigen-E. MILO 3in1 for Adults also has 520mg of calcium

covering 2/3 of the recommended daily allowance of an adult's daily calcium needs for bone strength.

### Product nutrition

Nestlé Milo is not just any chocolate malt drink. In growing with Philippines, Nestlé Milo stands firm in its commitment to provide every child the nourishment and energy needed every day. Over the years, the nutrient content has been improved to meet evolving demands. The current formulation of ACTIGEN-E, in combination with PROTOMALT, is well-placed to fuel the action packed days of today's children. There are 3 main components in each Milo product which is;

- Natural Goodness ~ of malt, skimmed milk, and cocoa.
- ACTIGEN-E ~ a combination of 8 vitamins and 4 minerals which helps in the optimal release of energy.
- PROTOMALT ~ a malt extract with a mixture of different Carbohydrates that provides energy and nutrients the body needs.

### Nutrition in Milo

#### Right balance in nutrition

Milo provides energy (calories). These calories come from the different ingredients of Milo, mainly malt extract, skimmed milk, palm oil and sugar. If consumed moderately, as part of a balanced diet, Milo provides the energy required for an active lifestyle and will not be fattening. On its own, Milo powder is nutritionally balanced, providing the right ratio of protein, carbohydrates and fats.

The 6 basic classes of nutrients in food are: carbohydrate, fats, protein, vitamins, minerals and water! A mug of Milo of drink contains these nutrients.

Protein is one of the macronutrients (along with carbohydrate and fats) that is important to build and repair body tissue. It is essential for healthy growth and development. The protein needs (per Kg of the body weight) is highest when growth is rapid, such as during infancy, childhood and adolescence.

Sources: Protein is found in meat, fish, poultry, dairy products, beans, peas and lentils

Fats are essential component of body cells that are important for the absorption of fat soluble vitamins. As fat contain higher calorie compared to carbohydrates and protein, excessive fat intake may also contribute to overweight and obesity problems. Sources: Fats are found in animal and dairy products, as well as vegetables oils and margarines.

Energy Carbohydrates supply the main source of energy for the body.

Carbohydrates can be in the form of complex and simple carbohydrate.

Simple carbohydrates are sugars that our body can easily and quickly use for energy. Complex carbohydrates are chains of sugar units. For example: fiber and starches. Starches are broken down during digestion into glucose before being absorbed into the body. Fibers are not digested by our body, though it helps to regulate bowel function. Sources: sugars, starch (e. g. grains, potatoes) and fiber (e. g. fruits, vegetables).

What is BMR? Basal metabolic rate (BMR) is the energy used to carry out necessary body activities such as breathing, regulating body temperature,

and maintaining a heartbeat. Energy balance is the key to weight management. It has to do with energy intake and energy output. Energy intake is the number of calories we gain from food. Energy output is the number of calories you use for BMR and activities. Imbalance of energy will result in weight gain and weight loss. Actigen-E (vitamin and mineral)

Here are two main groups of nutrients: macro-nutrients and micro-nutrients. Macro-nutrients are those that are needed in large quantities (tens or hundreds of grams) every day. These are carbohydrates, protein and fats. Micronutrients are those needed in small quantities (micrograms or milligrams). These are vitamins and minerals.

Vitamins are micronutrients essential to the human body. A deficiency of some vitamins can lead to diseases or metabolic disorders. For example, lack of vitamin C can lead to scurvy; lack of vitamin D lead to rickets

Calcium is an important mineral in childhood. Calcium is essential for proper development of bones and teeth. During infancy, childhood and adolescence period, bone growth is the greatest. So, it is important to get adequate amount of calcium at these stages of growth.

Sources: Dairy milk products, soy-based foods, dark green leafy vegetables, sardines and anchovies with bones, beans, and calcium fortified products e. g. breakfast cereals, breads and juices. The B Vitamins are needed for the release of energy from foods and some are important for red blood cell formation. It is, therefore, important to consume adequate of B Vitamins.

Sources: B Vitamins are found in a variety of animal, vegetable and grain



products.

Protomalt is proprietary to Milo powder which is a quality malt extract that provide a mixture of different types of carbohydrates that provide energy and nutrients the body needs.

#### General information

The great choco malty taste of Milo is made from the natural goodness of malt, milk, and cocoa. Did you know that besides reading the nutritional information on pack, another good source of information to learn about the product ingredients/ contents would be from the ingredient list? It informs us what the product is made from. Ingredients are listed in descending order by weight. Based on the ingredient listing on Milo packaging, the most ingredients in Milo is malt extract as it is the first ingredient listed on pack.

#### Product branding

Branding is the collection of attributes that the consumer has come to expect from a product, which will strongly influence their buying patterns. Branding can be achieved using a company name – it can be applied generically or, as in the case of Milo, on an individual basis. The brand name promises the consumer particular benefits, such as quality and value for money, with these expectations being built up over many years. A brand name is often considered by a company to be its most important intangible asset. In a market where repeat purchases are the key to profitability, a brand name becomes paramount to a product's success. A catchy name and distinctive packaging are vital ingredients in any brand image, but the true essence of a brand identity lays in the consumer's mind i. e. the perceptions of the

product. A company must be constantly aware of these perceptions and try to preserve and build on them through advertising and other promotions. Branding enables marketers to build extra value into products and to differentiate them from their competitors.

### Product Packaging

The Milo Nestlé's packaging is the most direct and largest communication vehicle that the organization had with the most impressions they can deliver. And on the packaging, the firm's communicate wellness benefits in our beverage business. But it's not just there, also in confectionery, and condiments, nutrition communication through to the new and existing consumers. The packaging materials continue to be the main source of concern, mainly in plastics, but also to a lesser extent across metals and paper and board.

### Eco-efficient packaging

Packaging is essential for food safety. It also helps to avoid wastage before and after purchase by maintaining freshness for the consumer. Nestle strategy is based on optimizing materials, developing eco-efficient packaging, and providing meaningful information to consumers on recycling and disposal.

A key initiative in 2008 was their collaboration on PIQET, an important new packaging eco-design tool adopted by Nestlé. Design and technology innovations go hand in hand in order to reduce environmental impacts without compromising consumer needs. Nestle is firmly committed to finding packaging solutions that contribute to a better environment. The company

supports an integrated approach that favors source reduction, reuse, recycling and energy recovery. Wherever possible they use recyclable packaging materials. For example, for Easter 2009, Nestlé UK replaced non-recyclable plastic with recyclable cardboard packaging in most of the 25 million Easter eggs it makes. Nestlé UK managed to use 30% less packaging overall, saving a huge 700 tones of packaging materials

#### Packaging Source Reduction

In 1991 Nestlé initiated a continuous review and assessment of packaging source reduction opportunities. As a result, packaging material savings from 1991 to 2008 amounted to 392 000 tones and CHF 683 million on a worldwide basis. We have reduced the volume of packaging material used per liter of bottled water by 20% over the last 5 years. This represents a saving of 44 000 tones of packaging material in 2008 alone. Information in Milo Packaging