Nestle moments

Nestle’s centenary celebration reminds us that it’s often the simple things in life that leave a lasting imprint on our psyches.

From students burning the midnight oil to busy executives juggling a hectic schedule, Nestle products have become an integral part of our lives. Just ask the many mums who have consoled their sick, ailing or restless children with a cup of warm Milo. Or the many Nescafes downed in the name of finishing a work project. Or the ice creams consumed on hot humid days when the sun is a relentless force that cannot be avoided. Or the instant noodles consumed as students run out of time when exams draw near.

To many people, such memories are invariably linked with Nestle. They recall a simpler, gentler time, a time with family, friends, loved ones.

Here, some Malaysians share their many experiences with us:

Charlie’s Angels
I remember the smiles on my angels’ faces as their mother made them hot Milos before bed.
I remember the look of satisfaction on their faces as they drank a mug of hot Milo before school. I remember several hot days when my angels said, “Papa, Milo ais?”
I remember that as the years went by, Milo was always a part of our lives. Even though my girls are adults today, I laugh to myself whenever I visit them at their homes and they ask me if I would like Milo.
Thank you Nestle, for the memories. – Charles S. Nathen

Nocturnal companion
Nescafe was my wake-me-up and study companion during my days as a student in Singapore. It was a comforting and satisfying indulgence that helped make those long nights bearable.
Today, it is the same when I have to burn the midnight oil and it always reminds me of my earlier days and how Nescafe helped me through my education and career.
I’m in my 40s now and it is still a part of my life. – Siak Hang Sso

Traffic light ice cream
I remember when I was small, I used to tag along with my dad when he went for badminton. Whenever the courts were full, I would grab some small change from my dad’s bag. Then, along with my cousins, we would go to the nearby cafeteria to grab some ice cream, namely the Mat Kool “Traffic Light” ice cream, with it’s distinctive yellow-red-green colour.
On top of that, it was pretty cheap for a child back then to have some chill-out moments with her cousins. – Eu Hua Tan

Maggi as magic
Rushing every day, no matter how busy I am, I never forget my Maggi Mee. When I enjoy my Maggi moments, no one can cause trouble for me and I only feel happiness with the delicious flavours of Maggi. I love it! – Yiam Hfia Lim

An authentic Nescafe Gold
The year 2009 was an important one to me. This was because I had my O-level exams. A few weeks before the actual exams, I stayed up late to revise every single subject. This reminds me of Nescafe Gold Coffee, which accompanied me throughout my revision time.
A few months later, my results were released. I managed to score straight A’s for my O-levels. Without Nescafe Gold and my hard effort, this would definitely not have happened. I would like to take this golden opportunity to thank Nescafe for being there with me. – Pei Wen Teo

Nutren Fiber and constipation
I am a university student, and I eat “outside” food most of the time. This might be the reason why I have chronic constipation. As a science student, I’m aware that the only way to cure constipation is having adequate fibre.
A pharmacist recommended Nutren Fiber. Amazingly, after three days of drinking talk for a few days. However, during that period, I woke up every morning and still saw the food I love on the dining table as usual.
I was so depressed during this cold war. On the fourth day, I decided to break the ice. I made her a cup of inspiration.
After the storm comes the calm, and as we drank our favourite Nescafe, we started to talk as usual, so warm and full of laughter. The good old taste and memories bind us with our families! – Pei Yeeng Low

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Nutren Fiber, my bowel habits became quite regular. It is now my habit to have two servings of Nutren Fiber every day to top up my fibre intake.

I can now say goodbye to constipation.

– Yong Tse Jia

Nestle memories

My earliest recollection of Nestle was adding five teaspoonfuls of Milo to two teaspoonful of “Susu Cap Junjun” into my mug before stirring it with hot water. This was my breakfast before leaving for school.

During sports events, I always remember the slogan, Minum Milo andai jadi sihat dan kuat when we were provided with cold Milo to quench our thirst.

When I studied overseas, I brought along different flavoured Maggi noodles. Not only were they “fast to cook, good to eat”, they worked Maggi-cally to satisfy my craving for Malaysian food!

Thank you, Nestle, for nurturing me. Happy centenary! – Tan Sui Ling Edna

Which cup matches your personality – Mild, Regular or Rich?

I still remembered how nervous I was stepping into Nestle’s office to confirm the BIG brand (which has accompanied me since my young Milo days) as our project’s main sponsor (such an awesome feeling!).

Through ADWAVE 2004 [an annual project by the final year Universiti Sains Malaysia’s Communication students], we proudly unveiled Nescafe’s new packaging in stick sachets (the first in the market back then!) and new options (Mild, Regular and Rich).

Today, I still drink the thick Mocha from a Nestle dispenser to keep my brains “lively” at work, and Nescafe decaffeinated coffee when I was pregnant. Talk about consistency. – Eai Luan Lee

The smile on his face

When I was little, I lived with my grandparents in Malacca. Grandfather would wake up early in the morning to work in the paddy fields. By 4pm, he would come home for drinks. He would sit alone, enjoying his drinks.

One day, I asked him for a cup and it was my first time drinking a dark coloured liquid, fragrant with an indescribable aroma. “Ah Kong, what is this?” I asked. He looked at me with a smile and replied, “Nescafe O”.

Since then, there were two of us having our daily Nescafe sessions, accompanied by laughter and smiles. – Chua Yi Ling

Maggi curry mee with half-boiled eggs

In my working life, I am used to long hours at work, even till late at night. After reaching home, I might be hungry and want to have some food or snacks. What comes to mind is Maggi curry mee. To make it much more scrumptious, I would add in two half-boiled eggs. – Joo Wah Wong

Enjoyable and funny eating ice cream with ex-boyfriend

When I studied for a diploma in Kedah, I started to fall in love. And what made our relationship stronger was ice cream “drumsticks”.

It all began when I bought ice cream after having dinner together with him. Without him knowing, I put my ice cream near his cheek, so when he looked at me, my ice cream hit his cheeks. I just wanted to tease him. After that, he did the same to me. My face was all covered with chocolate! – Sya Zana

Comments taken from Nestle’s centenary celebration website.