

NESTLÉ MILO®: Fueling Generations With the Power of a Legend



Ado, Ekiti Jul 9, 2025 ([Issuewire.com](https://www.issuewire.com)) - NESTLÉ MILO®, the world-renowned energy drink for children, continues its journey of inspiring greatness by delivering the power of nutrition and sports to millions of young minds across Nigeria and the globe.

Born from the spirit of a true champion, the MILO® name traces back to **Milo of Croton**, a famed

athlete from 6th century BC Greece. Celebrated for his unmatched strength and athletic dominance, Milo was a six-time Olympic victor — a symbol of resilience, excellence, and power. Inspired by this legendary figure, Australian food scientist **Thomas Mayne** created MILO® in 1934 in response to childhood malnutrition during the Great Depression. His innovation brought together a delicious cocoa-malt taste and essential nutrients — laying the foundation for what would become a trusted household name across continents.

Today, **NESTLÉ MILO®** is manufactured in more than **24 factories** and enjoyed in over **40 countries**, including Nigeria, where it has become a beloved part of everyday life for families. With its rich cocoa-malt flavor and unique blend of **6 essential vitamins and 3 minerals**, MILO® provides energy for children to excel — whether on the playing field or in the classroom.

“At MILO®, we believe in nourishing the potential of every child,” at Nestlé Nigeria. “Our mission is to empower the next generation by fueling them with the right energy and values — like determination, teamwork, and resilience — just like the legend who inspired us.”

Beyond nutrition, **NESTLÉ MILO®** is committed to a **sustainable future**. By sourcing natural ingredients responsibly and working closely with trusted suppliers, MILO® ensures high-quality products that meet rigorous safety and nutritional standards. Every cup of MILO® reflects the brand's dedication to health, taste, and environmental stewardship.

As MILO® continues to grow, so does its commitment to youth development. Through long-standing sports programs and community initiatives, MILO® actively champions active lifestyles and builds confidence in children across Nigeria.

To learn more, visit www.milo.com.ng and discover how MILO® continues to nourish champions — one cup at a time.

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