



## Press release

**DRAFT- UNDER EMBARGO**

### **SNACKS PLEDGE STRENGTHENED BY CHIPS GROUPS' MEMBERSHIP**

**BRUSSELS, 18 APRIL 2011:**

Chips Group, leading snacks manufacturer in Northern Europe, has decided to join the advertising pledge launched by the European Snacks Association (ESA) in 2010. The decision further strengthens the industry initiative which was set up in April 2010 when ESA became an associate member of the EU Pledge, a voluntary commitment to the European Commission's Platform.

EU Pledge member companies are committed to changing food and beverage advertising on TV, print and internet to children under the age of 12 in the European Union. ESA endorsed these commitments in order to help promote healthier snacking choices and balanced lifestyles among children.

For Chips Group, this decision is an important step: "Promoting good health is a goal that can only be achieved through the concerted efforts of several different actors, such as the public authorities, educational institutions, consumers and the food industry. Our commitment to the ESA Pledge is one way for us to contribute and thus, influencing future developments", says Göran Schultz, CEO Chips Group.

The EU Pledge programme is a voluntary commitment to the EU Platform for Action on Diet, Physical Activity and Health, the multi-stakeholder forum set up by the European Commission in 2005 to encourage interested parties to take initiatives aimed at fighting obesity in Europe.

ESA has associate membership status with the EU Pledge group. EU Pledge member companies agree to demonstrate that they comply with the following criteria:

- No advertising of products to children under 12 years, except for products which fulfil specific nutrition criteria based on accepted scientific evidence and/or applicable national and international dietary guidelines.
- No communication related to products in primary schools, except where specifically requested by, or agreed with, the school administration for educational purposes.

Participating companies must all meet these criteria, but can go further. The framework EU Pledge commitments provide a common benchmark against which companies can jointly monitor and verify implementation.

In 2010, the following ESA member companies signed the ESA Pledge agreement which entered into force on 1 January 2011: Estrella Maarud, Intersnack, Lorenz Snack-World, Procter & Gamble, Unichips and Zweifel Pomy-Chip. Two ESA member companies, LU Snack Foods (Kraft) and PepsiCo, were already members of the EU Pledge Group when it was first launched in December 2007. These companies represent the bulk of advertising expenditure in the European savoury snacks market. ESA will continue to encourage all its members to commit to the EU Pledge in due course.

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### **Notes for editors**

#### **About the European Snacks Association**

The European Snacks Association (ESA) is Europe's only trade organisation dedicated to advancing the savoury snacks industry on behalf of member snack manufacturers and suppliers. Founded in 1956, ESA members are national and international snack producers and industry suppliers, who together are involved in the manufacture of potato crisps, corn chips /tortillas, pellet snacks, baked snacks, crackers, pretzels, savoury biscuits, popcorn, pork rinds, meat snacks, fruit snacks, peanuts, other snack nuts and various other savoury snacks in this category.

ESA represents member companies' interests at national, European and International level and is proactive in its anticipation and fielding of potential issues of relevance to the industry.

#### **About Chips Group**

Chips AB is the major supplier of crisps and snacks in the Nordic and Baltic region with brands like OLW, Taffel, Kims and Ādažu in the product portfolio.