



Press release

9 SEPTEMBER 2010

ESTRELLA-MAARUD JOINS SAVOURY SNACKS INDUSTRY PLEDGE

BRUSSELS, 9 SEPTEMBER 2010:

Estrella Maarud, leading snacks manufacturer in Northern Europe, has decided to join the advertising pledge recently launched by the European Snacks Association (ESA). In April, ESA had announced its support for the EU Pledge, a voluntary commitment to the EU 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.

CEO Hans Reidar Ness highlighted the relevance of this commitment for Estrella Maarud: “Estrella Maarud fully supports the objectives and principles of the Savoury Snacks Industry Pledge. As a matter of fact responsible marketing towards children has long been a strong feature of our corporate culture. This is not something unique or something we feel especially proud of. It is a basic expectation our consumers have of us.”

On 26 April 2010, the European Snacks Association endorsed the EU Pledge commitments in order to help promote healthier snacking choices and balanced lifestyles among children.

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.

In April, the following ESA member companies had signed the ESA Pledge agreement which enters into force on 1 January 2011: Intersnack, Lorenz Snack-World, Procter & Gamble, Unichips and Zweifel Pomy-Chip. Two ESA member companies, LU Snack Foods (Kraft) and PepsiCo, are already members of the EU Pledge Group. 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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For all press enquiries please contact: Sabine Seggelke, ESA Public Affairs & Policy Director, Tel. 0032(0)4 74 32 10 59, sabine@esa.org.uk

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 Estrella Maarud

Estrella Maarud Holding AS is a leading, Norwegian-owned manufacturer of savoury snacks for the Nordic & Baltic markets. Its head office is in Oslo, Norway with production facilities in Norway, Sweden and Lithuania. It's main brands are household names such as Estrella, Maarud and Taffel with strong market positions in its main areas of operation.