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# Press Release

## EUROPEAN SNACKS INDUSTRY JOINS EU PLEDGE INITIATIVE

**BRUSSELS, 26 APRIL 2010:** EU Pledge member companies<sup>1</sup> are delighted to announce today that the European Snacks Association (ESA) has decided to join the [EU Pledge initiative](#). 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, by:

- Not advertising food and beverage products to children under the age of 12 on TV, print and internet, except for products which fulfill specific nutrition criteria based on accepted scientific evidence and/or applicable national and international dietary guidelines.
- Not engaging in any commercial communications related to food and beverage products in primary schools, except where specifically requested by or agreed with the school administration for educational purposes.

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.

By joining, ESA commits to promoting compliance with the EU Pledge among its membership. Furthermore, the following individual ESA member companies publicly commit to the EU Pledge criteria:

- **Intersnack**
- **Lorenz Snack-World**
- **Procter & Gamble**
- **Unichips - San Carlo**
- **Zweifel Pomy-Chip**

These companies represent the bulk of advertising expenditure in the European savoury snacks market. Two ESA member companies, LU Snack Foods (Kraft Food) and PepsiCo, are already founding members of the EU Pledge.

The ESA Pledge signatories will publish their specific corporate commitments within the EU Pledge initiative before the end of 2010 on the EU Pledge website ([www.eu-pledge.eu](http://www.eu-pledge.eu)) and the ESA website ([www.esa.org.uk](http://www.esa.org.uk)). They will implement their commitments no later than 31

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<sup>1</sup> Burger King, Coca-Cola, Danone, Ferrero, General Mills, Kellogg, Kraft Foods, Mars, Nestlé, PepsiCo, Unilever.

December 2010. In case of mergers or acquisitions, an adequate transition period will be allowed for the implementation of measures taken under the EU Pledge.

As of 1 January 2011, these ESA member companies will also submit themselves to the common monitoring programme implemented annually by the EU Pledge initiative to measure compliance with the EU Pledge commitments.

Said Stephan Loerke, Managing Director of the World Federation of Advertisers: *"WFA welcomes the ESA on board. By achieving real and measurable change in terms of what foods are advertised to children, we hope we have made a tangible contribution to the EU's public health goals. We are committed to extending the coverage of the EU Pledge to other market operators and to continue monitoring its impact across the European Union."*

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## **Notes for editors**

### **About the EU Pledge**

The EU Pledge is a commitment to change food and beverage advertising on TV, print and internet to children under the age of 12 in the European Union, undertaken by eleven leading food and beverage companies in December 2007. Signatory companies have implemented company-specific voluntary measures to abide by the following commitments:

- Not to advertise food and beverage products to children under the age of 12 on TV, print and internet, except for products which fulfill specific nutrition criteria based on accepted scientific evidence and/or applicable national and international dietary guidelines.
- Not to engage in any commercial communications related to food and beverage products in primary schools, except where specifically requested by or agreed with the school administration for educational purposes.

The eleven founding member companies (Burger King, Coca-Cola, Danone, Ferrero, General Mills, Kellogg, Kraft Foods, Mars, Nestlé, PepsiCo and Unilever), representing approximately two thirds of the food and beverage advertising spend in the EU, have published their specific commitments on [www.eu-pledge.eu](http://www.eu-pledge.eu) and fully implemented these across the EU in 2008.

As a public commitment to the European Commission's Platform for Action on Diet, Physical Activity and Health, the initiative is subject to independent monitoring. In 2009, monitoring of the advertising commitment was conducted by Accenture Media Management in France, Germany, Ireland, Italy, Poland and Spain, although the commitment applies all 27 EU member states. The overall results, published on [www.eu-pledge.eu](http://www.eu-pledge.eu) showed:

- **Compliance rates of 99.8% for TV advertising and virtually 100% for print and internet advertising.**
- **A 93% drop in advertising for products that do not meet companies' nutritional criteria in programmes with an audience composed of a majority of children.**
- **A 56% drop in advertising for these products overall, i.e. in all programmes on all channels at all times.**

For all EU Pledge member companies' advertising across all products (i.e. no distinction on a nutritional basis) this represents:

- **A 61% drop in programmes with an audience composed of a majority of children.**
- **A 30% drop overall, i.e. in all programmes on all channels at all times.**

The commitment on in-school communications was monitored independently by PricewaterhouseCoopers in Finland, Hungary, Portugal and The Netherlands. This showed that food advertisers were 93% compliant with their commitment.

The 2010 independent monitoring programme is currently being carried out and the results will be published by September 2010.

## **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 the EU Platform for Action on Diet, Physical Activity and Health**

The EU Platform for Action on Diet, Physical Activity and Health was set up by EU Health and Consumer Protection Commissioner Markos Kyprianou in March 2005 and is chaired by the European Commission's Director-General for Consumer Protection.

Its purpose is to create a forum for actors at European level who can commit their membership to engage in concrete actions designed to contain or reverse current obesity trends. To date the Platform involves 34 member organisations ranging from food industry to consumer protection NGOs.

The spirit of the Platform is to work under the leadership of the European Commission and to provide an example, which others will choose to follow across Europe, of coordinated but autonomous actions by different parts of society to deal with the many aspects of the problem. It is not designed to pre-empt, but rather to stimulate, other initiatives at national, regional or local level.

Since its inception, Platform members have worked on more than 200 commitments covering a very wide range of activities, including actions in key fields such as consumer information; education; physical activity promotion; advertising and marketing; labelling and product reformulation.