

## Lindt & Sprüngli joins EU Pledge

Leading international chocolate company commits to EU Pledge on responsible marketing to children

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Brussels

Global premium chocolate leader [Lindt & Sprüngli](#), has joined the [EU Pledge](#) initiative on responsible food marketing to children. The company joins 22 other major international food brand owners<sup>1</sup>, representing more than 80% of EU food and beverage advertising spend, who have committed to change what they advertise to children across Europe.

EU Pledge membership requires companies to commit to:

- No food and beverage advertising to children under 12 years, except for products which fulfil the EU Pledge common nutrition criteria, which set agreed thresholds per food category to determine what you can and cannot advertise to children under 12<sup>2</sup>.
- No communication related to products in primary schools, except where specifically requested by, or agreed with, the school administration for educational purposes.

Launched in 2007 as a commitment of the [World Federation of Advertisers \(WFA\)](#) to the EU Commission's Platform for Action on Diet, Physical Activity and Health, the EU Pledge program has made dramatic changes to the types of food and beverage advertising children see not just in paid media but also via owned channels such as company websites and social media profiles. All companies are independently monitored to ensure compliance.

The conditions of membership have also become increasingly stringent over time, with a strengthened definition of "advertising to children"; progressively enhanced common nutrition criteria; a broader scope covering virtually all media; common guidelines to ensure that marketing communications for relevant products are not designed to appeal primarily to children; and, since 2019, a new accountability mechanism, which enables any individual to make complaints about an EU pledge company marketing communication and obtain a ruling by an independent panel.

By joining the EU Pledge, Lindt & Sprüngli commits to applying standards across the EU that meet the EU Pledge commitments as a minimum ([see Lindt & Sprüngli policy here](#)). In addition, Lindt & Sprüngli will take part in the annual EU Pledge third-party compliance monitoring program.

*"We are proud to be joining the EU Pledge initiative. At Lindt & Sprüngli, we are committed to produce premium chocolate. But our vision is not just to make the finest products; it is to match our high quality standards with equally high ethical standards in every aspect of our business. We have therefore established a responsible marketing policy that reflects these values and principles. Our organization is committed to responsible marketing communications", said Rolf Fallegger, Responsible for International Marketing, Group Management of Lindt & Sprüngli.*

**Stephan Loerke, CEO of the World Federation of Advertisers said:** *"We are delighted to welcome Lindt & Sprüngli on board. With the EU Pledge we set out to change how food and beverage products are marketed to children in Europe, and we have achieved some significant results. But the more brands we have on board, the bigger the difference we can make. As agreed with the European Commission, we will continue to drive membership to extend coverage beyond the 80% of EU food and beverage ad spend coverage, which our signatories currently account for."*

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<sup>1</sup> [www.eu-pledge.eu](http://www.eu-pledge.eu)

<sup>2</sup> <http://www.eu-pledge.eu/content/eu-pledge-nutrition-criteria>

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**Notes for editors:**

**The World Federation of Advertisers (WFA)** is the voice of marketers worldwide, representing 90% of global marketing communications spend – roughly US\$900 billion per annum – through a unique, global network of the world's [biggest markets](#) and [biggest marketers](#). WFA champions responsible and effective marketing communications worldwide. More information at [www.wfanet.org](http://www.wfanet.org)

**Lindt & Sprüngli:** As global leader in the premium chocolate sector, Lindt & Sprüngli looks back on a long-standing tradition of almost 175 years which takes its origins in Zurich, Switzerland. Today, quality chocolate products by Lindt & Sprüngli are made at 12 own production sites in Europe and the USA. They are distributed by 25 subsidiary companies and branch offices, in more than 415 own stores, and also via a comprehensive network of more than 100 independent distributors around the globe. With over 14,000 employees, the Lindt & Sprüngli Group reported sales worth CHF 4.1 billion in 2017.

**The EU Pledge:** The [EU Pledge](#) is a voluntary initiative by leading food and beverage companies to change food and beverage advertising to children under the age of 12 in the European Union. It consists of two main commitments:

- No advertising for food and beverage products to children under the age of 12 on TV, print and internet, except for products which fulfil common nutritional criteria.
- No communication related to products in primary schools, except where specifically requested by, or agreed with, the school administration for educational purposes.

These are minimum common standards that enable joint monitoring and accountability. Individual companies can apply corporate standards that go above and beyond these common rules. The EU Pledge was launched in December 2007 as part of signatories' commitment to the multi-stakeholder European Union Platform for Action on Diet, Physical Activity and Health, forum. The EU Pledge commitment is owned and supported by the World Federation of Advertisers (WFA).