



## Marketing to Children Policy

For many years we've been adapting our recipes, portion sizes and labelling to encourage healthier food choices. It's also been important to us that we advertise and promote our brands responsibly, particularly when it comes to children.

All of our marketing and communications comply with relevant regulations and codes, including the UK Codes of Broadcast and Non-Broadcast Advertising. We neither condone nor encourage inactive or unhealthy lifestyles, poor nutritional habits or excessive consumption. Nor do we directly advise or ask children to buy our products or pester their parents or other adults to buy them.

We also go further in a number of important areas, specifically:

- We do not advertise or market foods high in fat, salt or sugar (HFSS)<sup>1</sup> in any broadcast or non-broadcast media directly targeted at children under 16<sup>2</sup>. This applies to (but is not limited to) TV, print, radio, internet (both our own websites and third-party websites), digital, adver gaming, mobile, DVD/video, cinema and in-store.
- We do not sample or give-away (in person or via digital media) HFSS products to children under 16 without the permission of their parent or guardian.
- We do not advertise or market any of our products in schools (prior to university level)
- We do not engage in promotions of HFSS products which involve providing branded gifts with purchase that are specifically aimed at a school environment, e.g. lunch bags, pencil cases, etc.
- We will not feature children under 16 eating any HFSS products in any of our advertising.<sup>3</sup>

All colleagues and agencies involved in the development of our advertising and marketing are made aware of our policy and receive appropriate guidance and training on the importance of ensuring full compliance at all times.

1 HFSS foods defined according to the Food Standards Agency nutrient profiling [model](https://www.gov.uk/government/publications/the-nutrient-profiling-model) used for the purposes of the UK Code of Broadcast Advertising <https://www.gov.uk/government/publications/the-nutrient-profiling-model>

2 Includes programmes or media that are specifically designed for children or have particular appeal to under 16's (25% or more of the audience is under 16)

3 Unless included as an ingredient in a main meal, e.g. Oxo and Bisto

Signed: Richard Johnson, Corporate Affairs Director, August 2016