



BBB Approves Nestlé USA Pledge to Modify Child-Directed Advertising

100 percent of its advertising to children under 12 will
focus on products meeting new nutrition criteria

Arlington, VA – December 2, 2008 – The Council of Better Business Bureaus today announced its approval of Nestlé USA's advertising pledge as a participant in the Children's Food and Beverage Advertising Initiative. Nestlé has pledged that, effective January 1, 2009, 100 percent of its advertising directed primarily to children under 12 will be for products that meet nutritional guidelines. Nestlé will no longer advertise WONKA brand candies to children under 12, becoming the fourth confectionary company in the Initiative to stop advertising candy to this age group. In addition, Nestlé USA will not target any advertising to children under 6 regardless of the product's nutritional profile.

Nestlé USA is a part of Nestlé S.A. Headquartered in Vevey, Switzerland – Nestlé S.A. is the world's largest food company. As a participant in the BBB Children's Food and Beverage Advertising Initiative, Nestlé USA is one of 15 leading food and beverage companies that have all committed to advertise healthier products to children under 12.

"Nestlé has agreed to only advertise foods to children that meet nutritional guidelines, which means that one of their best selling brands, WONKA candies, will no longer be advertised to kids under 12 years old," said Elaine D. Kolish, Director of the Initiative. "Nestlé USA has shown a serious commitment to promoting healthier foods for kids not only in the types of products they produce—including milk and juice—but also in their willingness to curb advertising candy to children under 12."

"Nestlé USA is pleased to participate in the Children's Food and Beverage Advertising Initiative and further affirm our commitment to healthier food and beverage choices," said Scott Remy, senior vice president, Communications, Nestlé USA. "This important initiative is also consistent with our global commitment to nutrition and responsible advertising to children."

As it currently stands under the pledge, the company will only advertise Nestlé Juicy Juice 100 percent juice; some varieties of Nestlé Nesquik ready to drink flavored milk and Nesquik chocolate flavored powder for milk; and Nestlé Push-Up frozen dairy desserts to children between ages 6 and 12.

Nestlé USA's healthier dietary choices guidelines are primarily based on the 2005 U.S. Dietary Guidelines for Americans and include the following requirements for foods advertised to children 6 to 12 years of age:

- A juice product must be 100 percent fruit and/or vegetable juice and the serving size will be limited to no more than 8 fluid ounces and no more than 170 calories;
- A ready to drink flavored milk that is portion controlled at 100 calories and contains no added sugars;

- Chocolate powder flavoring for milk must be either 25 percent reduced in sugar or contain no added sugars; and
- A frozen dairy dessert must be limited to no more than 100 calories and be an excellent source of a nutrient.

In addition, as provided by the terms of the Initiative, Nestlé USA will:

- Restrict the use of third-party licensed characters in advertising primarily directed to children under 12 to products meeting nutrition criteria;
- Refrain from advertising food and beverages in elementary schools;
- Not pay for, or seek out, product placement in media primarily directed to children under 12; and,
- Limit the use of food and beverages shown in interactive games primarily directed to children under 12 to products that meet its nutrition criteria.

Nestlé's pledge will be implemented during the first half of 2009. By January 1, 2009, the company's advertising on TV, radio, print and third-party Internet sites that is primarily directed to children under 12 will be exclusively for products that represent healthier dietary choices. Company-maintained Web sites directed to children under 12 will be modified no later than the first half of 2009.

In July 2008, BBB released the first report on the progress made by Initiative participants after their pledges were announced at the Federal Trade Commission's July 2007 forum. This report is available online at www.us.bbb.org/advertisers4healthykids.

For more information on the BBB Children's Food and Beverage Advertising Initiative or to schedule an interview with the Director, Elaine Kolish, contact Alison Preszler at 703-247-9376. For more information on Nestlé USA, please contact Laurie MacDonald 818-549-6235.

About BBB

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About the Children's Food and Beverage Advertising Initiative

BBB launched the Children's Food and Beverage Advertising Initiative in November 2006 to shift the mix of advertising messaging directed at children to encourage healthier dietary choices and healthier lifestyles. The 15 participants of the Initiative are Burger King Corp.; Cadbury Adams USA LLC; Campbell Soup Company; The Coca-Cola Company; ConAgra Foods, Inc.; The Dannon Company; General Mills, Inc.; The Hershey Company; Kellogg Company; Kraft Foods Global, Inc.; Mars, Inc.; McDonald's USA, LLC; Nestlé USA; PepsiCo, Inc.; and Unilever United States. For more information about the Children's Food and Beverage Advertising Initiative and to view the pledges of the participants visit: www.us.bbb.org/advertisers4healthykids.