

OUR COMMITMENTS

To support our goal of helping consumer achieve balanced diets and healthy lifestyles

1

IMPROVE AND INNOVATE PRODUCTS



- Reduce salt, sugar and saturated fats
- Remove trans fats by end 2018
- Increase whole grains, fibre, fruits, vegetables and low-fat dairy
- Fortify products with micronutrients
- Provide portion control products
- Provide low- and no-calorie options
- Provide portion guidance



2

PROVIDE NUTRITION INFORMATION

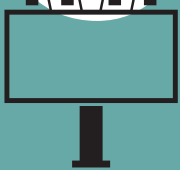


- Provide transparent nutrition information to enable consumers to make informed choices
- Implement a common global approach to nutrition labelling on pack
- Provide front-of-pack calorie labelling globally
- Provide labels with daily intake guidance
- Support public education campaigns

3

MARKET RESPONSIBLY TO CHILDREN

- Advertise only better-for-you products and healthy lifestyles to children under 12 years OR do not advertise to this age group
- Harmonize nutrition criteria, on a regional or national basis, for products advertised to children
- Policy covers virtually all media and marketing techniques designed to directly appeal to children under 12
- No advertising in primary schools



4

PROMOTE HEALTHY LIFESTYLES

- Offer workplace wellness programmes
- Support programmes in communities around the world to encourage balanced diets, physical activity and healthy lifestyles
- Support public education campaigns
- Invest in nutrition science



GUIDING PRINCIPLES

A MULTISTAKEHOLDER APPROACH

Work with the World Health Organization, governments and civil society in the implementation of our commitments

TRANSPARENCY AND ACCOUNTABILITY

Publish progress reports

LEADING BY EXAMPLE

Encourage others in the food and beverage industry to adopt the commitments



Helping consumers to achieve balanced diets and healthy lifestyles