

Food cos. agree to restrict advertising aimed at under-12s in Russia

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The Russian branches of seven multinational food and soft drink companies signed a deal on Monday to restrict advertising aimed at children under 12 from 2010.

MOSCOW, October 19 (RIA Novosti) - The Russian branches of seven multinational food and soft drink companies signed a deal on Monday to restrict advertising aimed at children under 12 from 2010.

The pledge signed by Coca-Cola, Unilever, Kellogg's, Kraft Foods, Mars Inc., Nestle and PepsiCo applies to advertising on television, radio, in print media and on the internet. The companies have agreed not to advertise products that fail to meet certain nutritional standards.

Young children are estimated to make up at least 50% of the company's potential advertising audience.

Eleven major food and beverage companies signed a similar commitment in Europe in 2007, following calls by the EU to assist parents in providing the appropriate nutrition for their children and promoting a healthy lifestyle. It entered into force on January 1 this year.

A special committee will be set up to monitor the companies' adherence to the commitment.