



Good Food, Good Life

## Nestlé Consumer Communication Principles

Corporate Communication Framework

At Nestlé, our aim is to create value that can be sustained over the long term by offering consumers a wide variety of high-quality, safe food and beverage products at affordable prices.

We believe that how we market our products is equally important. For example, we are firmly committed to responsible consumer communication. We believe that consumer communications such as advertising help consumers to exercise their right to informed choice.

Consumer communication is a two-way matter. In this context, the *Nestlé Nutritional Compass* on our packs gives our commitment and promise to the consumer, as well as an invitation to contact our network of Consumer Services teams.

To ensure the highest standards of responsible communication, we have drafted the following principles on which all our consumer communication must be based.

### Communication to all consumers.

- All representation including text, sound, and visual, should accurately represent the product, including taste, size, and content.
- Health benefit claims must have a sound scientific basis, comply with applicable legislation and regulations, and be easily understood by consumers.
- Nutrient content information, including fortification and nutrition claims, must be made in a way that accurately reflects the nutrition composition of the product, and comply with applicable legislation and regulations. Specific benefit claims/propositions on packaging must reflect local legislation.
- Food advertising should depict moderation in food consumption, including moderate portion sizes (i.e.: not excessive, but sensible), with portion sizes appropriate to the target audience and social context.
- Wherever possible and appropriate, food and drink advertising should depict an active, rather than a sedentary, life style.
- Products that form only part of a meal should clearly be depicted as such.
- Unless a snack food or beverage has been nutritionally designed as a meal replacement, it should not be portrayed as such. Snacks and confectionery bars should be promoted in a manner that does not suggest that they replace a meal.

Peter Brabeck-Letmathe  
Chairman of the Board  
and Chief Executive Officer

- The content of consumer communications must reflect good taste and social responsibility in accordance with each country's laws and regulations and voluntary codes and standards. Although standards will vary from country to country, it must not display vulgarity, bad manners or offensive behaviour and there must never be an intention to shock or offend.
- Advertising content must not depict attitudes that are discriminatory or offensive to religious, ethnic, political, cultural or social groups.
- Advertising should avoid exploiting media events that could be in bad taste.
- Advertising should never exploit the misfortunes of others.
- Consumer communications must show the consumption of products in a safe way, and not depict persons engaged in dangerous activity.
- Advertising should not name competitors directly, portray competitive products inaccurately, nor denigrate them.

It is against Nestlé principles to sponsor or place advertising in television and radio programmes, or magazines and websites whose strategy for attracting viewers or readers relies on exploiting violence or sex, or encouraging offensive behaviour to others.

When collecting consumer data, including from children, Nestlé complies with applicable privacy legislation and regulations, and applies Nestlé standards where specific legislation is not yet in place.

## Children as consumers

In addition to the above principles for all consumers (including children), Nestlé has developed the following principles for communication specifically aimed at children. (By "children" in general we mean those under 12 years, but definitions vary from country to country.) Nestlé must at all times be diligent in applying these principles, and use common sense and good judgment to interpret them appropriately for each country.

- Food products advertised to children must be appropriate for the specific age range portrayed in the advertisement.
- Advertising should not mislead about potential benefits from the use of the product. Such potential benefits may include, but are not limited to, status or popularity with peers, physical growth, strength or proficiency.
- Our communication must not undermine the authority of parents. Children shown in our communication should not be seen urging parents or others to buy products.
- Advertising directed to children should not create a sense of urgency; imply exclusivity, or price minimization, for example, by using words like "now" and "only".



- Advertising should not portray or encourage behaviour intended to shock or create anxiety in children, including use of violence, or sexual innuendo.
- Fantasy, including animation, is appropriate for younger as well as older children. However, it should not create difficulty in distinguishing between the real and the imaginary.
- Products developed from or associated with programme content primarily directed to children should not be advertised during or adjacent to that programme.
- Programme personalities, live or animated, should not be used to sell products, premiums, or services in or adjacent to programmes primarily directed to children in which the same personality or character appears. In the same way, a character or personality associated with the editorial content of a print publication should not be used to sell products, premiums, or services in the same publication.
- Sampling and promotional activities in schools and at events will be done only with the prior agreement and consent of the school administration and event organisers. It should comply with applicable legislation or regulations, and should ideally be accompanied by some kind of educational nutritional messages.
- In July 2007 Nestlé decided to strengthen its principles on advertising to children yet further, adding the following two new provisions to existing ones. These will be fully implemented in all countries by the end of 2008 at the latest
  - > no advertising or marketing activity may be directed at children under 6;
  - > advertising for children from 6 to 12 to be restricted to products with a nutritional profile which helps children achieve a healthy balance diet, including clear limits for such ingredients as sugar, salt and fat.

## Consumers, diet and physical activity

Nestlé believes that individual responsibility and freedom of choice are basic human rights. However we have a responsibility to help build awareness of how people can exercise control over what they eat and drink – to ensure that they enjoy a balanced diet.

Nestlé considers that proper nutrition and adequate physical activity are integral to maintaining good health.

Nestlé develops, produces, and markets a wide range of foods and beverages. These products satisfy many consumer needs: nutrient content, variety, pleasure, and convenience. Every food and beverage has a role to play in contributing to the consumer's achievement of a balanced, healthy diet and overall well-being.

Nestlé will provide consumers with helpful, understandable, and relevant information about the nutritional and health benefits of its products. We will create or make use of opportunities for nutritional education – including the role of regular exercise, a balanced diet, and moderation in food consumption.

Nestlé will not use either extremely thin or obese people as role models in its communication.

Nestlé will encourage and preferably sponsor events that involve people – and especially growing children – in healthy, energetic pursuits and lifestyle, with Nutrition playing a positive role.



© 2007 Nestec Ltd., SGDU,  
Corporate Identity & Design, Vevey (Switzerland)  
Printed by Genoud, Entreprise d'arts graphiques,  
Le Mont-sur-Lausanne (Switzerland)