



## The EU Pledge

### Kraft Foods Commitment

#### Commitment on advertising in children's media

Text of company commitment      Kraft Foods does not advertise at all in media primarily directed to children under 6. In 2005, Kraft Foods limited its advertising on TV, radio and print to children based on certain nutrition criteria. In 2006, Kraft Foods extended this limitation to Internet advertising. For TV, radio, print and Internet advertising directed primarily to children between 6 and 11, Kraft Foods only advertises "better for you" products that meet its *Sensible Solution* nutrition criteria. The ex-Danone biscuits business acquired by Kraft Foods in November 2007 is implementing these provisions with the aim of full compliance by 1 January 2010.

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Geographical coverage      Global

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Media covered      Television, print and Internet advertisements directed to children

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Definition of "children's media"      - Television: Kraft Foods does not advertise during any day part where more than 35% of total audience is under 6 years old. Kraft Foods advertises only those products that meet its "better for you" nutrition criteria during day parts where more than 35% of the total audience is under 12 years old or during any time designated by the media provider as a traditional children's viewing time - irrespective of the size of the child viewing audience.

- Print: Kraft Foods does not advertise in publications directed primarily to children under 6. In addition, Kraft Foods will advertise only those products that meet its "better for you" nutrition criteria in publications directed primarily to children ages 6-11.

- Internet: Kraft Foods does not advertise on web sites where more than 35% of the total visitors are under 6 years old. In addition, on web sites where more than 35% of the total visitors are children under 12, Kraft Foods will advertise only those products that meet its "better for you" nutrition criteria.

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Nutritional Standards	Kraft Foods relies on its <i>Sensible Solution</i> nutrition criteria to identify those products that represent “better for you” dietary choices as compared with other products within the same category. Developed by Kraft Food's nutrition experts, the criteria are derived from national and international nutrition guidelines. These criteria have also benefited from the input of Kraft Food's Worldwide Health & Wellness Advisory Council, a group of recognized experts from key health and wellness disciplines around the world. For a complete, category-by-category listing of the <i>Sensible Solution</i> criteria, please see <a href="http://www.kraftfoods.com/kf/HealthyLiving/SensibleSolution/NutritionCriteria.aspx">http://www.kraftfoods.com/kf/HealthyLiving/SensibleSolution/NutritionCriteria.aspx</a>
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### Commitment on communications in schools

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Text of company commitment	In 2003, Kraft Foods stopped all advertising and marketing in schools. This includes contests, posters, book covers, product sampling, references to products in classroom material or teaching modules, coupons for students or their parents, branded sponsorship of school property, distribution of clothes or other branded promotional items or marketing research in schools during school hours.
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Geographical coverage	Global
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### Additional commitments

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Text of company commitment	Kraft Foods has limited the ongoing use of licensed characters to products that comply with the <i>Sensible Solution</i> nutrition criteria. Exemptions are made only for short-term promotions and promotions designed to support healthy lifestyles. However, when short-term promotions are advertised Kraft Foods only features items that meet <i>Sensible Solution</i> nutrition criteria.
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Kraft Foods marketing communications must be consistent with sensible consumption and whenever appropriate encourage healthy lifestyles (e.g. by avoiding to encourage over-eating or representing snack products as substitutes for meals)

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Geographical coverage	Global
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Link to further  
information

[www.kraft.com](http://www.kraft.com)

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