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 communications must be based.

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

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 regulations 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.

- 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 confectionary bars should be promoted in a manner that does not suggest that they replace a meal.

- 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 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 10 years of age; there are varying views on how old a child is in specific countries.) Nestlé must at all times be vigilant in applying these principles and shall work to improve where appropriate 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.
- Programmes developed in 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 which the same personality or character appears. In the same way, characters or personalities associated with the outdoor content of a print publication should not be used to sell products, premiums or services adjacent to the publication.
- In July 2007 Nestlé decided to strengthen its principles on advertising to children yet further, adding the following two new provisions to existing ones.

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 work to control what they eat and drink – to help them enjoy a balanced diet.

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.

Consumers, diet and physical activity

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