

9 January 2014

UNESDA statement on soft drinks and marketing to children

The European soft drinks industry has made far-reaching commitments to act responsibly in the area of marketing and communications. These commitments are monitored by independent external auditors including PriceWaterhouseCoopers.

Since 2006, UNESDA corporate members have made commitments to:

- Not advertise their products in programming aimed at children under 12 years of age on TV, in print, or online; (99% compliant in independent monitoring)
- Not offer their products for sale in primary schools across the 28EU countries; (95% compliant in independent monitoring)
- In secondary schools, where products are offered for sale, to sell them in unbranded vending machines and alongside a full variety and choice of drinks formats including water, juices and no- and low-sugar varieties. (84% compliant in independent monitoring)

Since 2010, UNESDA corporate members have committed to:

- Not promote their products in the digisphere on social networks aimed at children under 12 (100% compliant in independent monitoring)
- Not use imagery on their own corporate websites that would appeal to children under 12 years of age. (95% compliant in independent monitoring)