

# SAVOURY SNACKS – A SENSE OF RESPONSIBILITY

Our commitments to the EU Platform for Action on Diet, Physical Activity and Health



## Reformulation and innovation

We develop products with an **improved nutritional composition** and make products available in different pack sizes.



Re-sealable packaging to help moderate consumption

More package sizes to give the consumer choice for all occasions



## Consumer information

We provide consumers with **factual, science-based, objective and consistent** nutritional information.

Using Reference Intakes to help encourage healthier eating



Providing online guidance on nutrition and healthy lifestyle



30g



Implementing sector-wide portion size

Indicating number of portions on pack



## Responsible advertising

We promote the **ESA advertising pledge** to change food and beverage advertising, ensuring responsible advertising to children under 12 in the EU.



We are fulfilling the EU Pledge criteria for responsible advertising communication on TV, print and the internet



For all ESA-Pledge member TV advertising in 2016, almost 98.9% of the spots were compliant with the EU Pledge rules



## Best practice

ESA commits to enhance the exchange of best practice amongst its membership in all areas covered by the EU Platform and in compliance with EU competition law

