



## The EU Pledge Unichips-San Carlo's commitment

### Introduction

Unichips-San Carlo announces its voluntary commitment to the EU Pledge, which promotes Action on Diet, Physical Activity and Health, supporting parents in making the right diet and lifestyle choices for their children. Unichips-San Carlo shares the concerns of the WHO/FAO, the European Commission and the Italian Government in the fight against obesity, particularly amongst children, by encouraging outdoor activity with initiatives that include:

- Nutritional information and labelling;
- Accurate choice of raw materials (potatoes, oils, salt, potatoes flakes and granules, maize, corn flour, etc.);
- Promotion of sport activity and sponsorships.

We are aware of the fact that eating habits change and that we have to keep up with this change and drive improvement. Our commitment is an on-going process of research and innovation aimed at meeting consumers' needs for tasty products of continuously improved quality that comply with nutritional requirements. Moreover, Unichips-San Carlo encourages an active lifestyle, for example by its involvement in the organisation of sports events. Such ventures confirm Unichips-San Carlo's support of a lifestyle where sport and outdoor activity are key elements, since childhood, of wellbeing and keeping healthy.

### **1) Unichips-San Carlo's Commitment to advertising in children's media**

Unichips-San Carlo thinks that it is preferable not to advertise its products during the time when children are most likely to be exposed and, even if a direct link is not proven between advertising and children's eating habits, in line with its principles of encouraging a sporty and healthy life, has decided:

- Not to advertise its products on TV programmes that are primarily targeted to and have an audience made up of more than 50% of children under the age of 12;
- Not to advertise its products in printed media (newspapers/magazines) that are mainly aimed at and have an audience made up of more than 50% of children under the age of 12;
- Not to advertise on third parties' internet sites mainly aimed at children under the age of 12.

The commitments listed above do not apply to products that fulfil the following **nutritional criteria** based on accepted scientific evidence and/or applicable national and international dietary guidelines. All values given apply to 'per 100g' of product:

No more than 502 calories;  
No more than 19% of calories from Saturated fats;  
No more than 0,72% of calories from Sugars;  
No more than 0.5 g of Trans fat;  
No more than 0,45 g of Sodium;  
No more than 30 mg of Cholesterol.

Unichips-San Carlo's technologists and scientists work on product renovation and new product development, with the intent of continuous improvement. Unichips-San Carlo provides consumers with clear and suitable information: full nutrition information per 100g, and Guideline Daily Amounts.

Unichips-San Carlo has significantly reduced the levels of salt, fat and saturated fats in its chips and snacks and is planning to continue this process in the years to come.

### **2) Unichips-San Carlo's Commitment to communication in schools**

Unichips-San Carlo will neither advertise nor promote its products in schools, except where specifically requested by, or agreed with, the School Authorities for educational purposes or the promotion of physical exercise.