Mondelēz International Food Marketing Standards

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Mondelez International Food Marketing Standards provide creative guardrails for communication of responsible food and lifestyle choices

- Established to guide development of all consumer-facing marketing communications
 - Advertising
 - Recipe vehicles
 - Digital and social media
- Food Marketing Standards ensure consistent, responsible depiction of food and lifestyle choices
 - Serving and portion sizes in food photography
 - Nutrition information and serving sizes in recipes
 - Active and safe lifestyle choices
 - Safe food handling and kitchen practices
- Brands and external communication partners are responsible for execution of these standards













There are seven distinct Food Marketing **Standards**

- 1. Show Food Use / Consumption in Responsible Serving Sizes
- 2. Align Recipes with Balanced Nutrition Guidelines
- 3. Clearly Represent Eating Occasions
- **Encourage Depiction of Active Lifestyles**
- Represent Typical Consumers
- Depict Personal Lifestyle Safety
- 7. Portray Kitchen and Food Safety













Standard #1: Show Food Use / Consumption in Responsible Serving Sizes

- The appropriate amount or serving size of our food or beverage products should be depicted when products are being shown or consumed
- Ensure clear understanding of serving sizes
 - Depicted portions must reflect actual serving size as well as being visually representative
 - Context cues should be used to help consumers judge serving size relative to objects, such as a fork



Chocolate-Berry Bliss- Recipe yields six 1/2 cup servings. Photo appropriately shows multiple individual serving dishes and spoons.



Mary's Macaroni & Cheese – Recipe makes 8 servings, 1 cup each. Photo shows a serving platter with serving utensil to represent multiple servings.



Oreos- Photo shows one serving of regular Oreos (based on US serving size)















Standard #2: Align Recipes with Balanced Nutrition Guidelines

- <u>Ingredients:</u> Use reasonable amounts and proportions based on food guides and labeled serving sizes to achieve desired taste, texture and functionality with nutritional balance
- <u>H&W Recipes:</u> Use positive nutrition ingredients (e.g., lower fat/calorie/sugar/sodium varieties, vegetables, fruits, whole grains, lean sources of protein, reduced/low fat dairy, healthy fats) and smart preparation methods to achieve "better" overall calorie/nutrient levels.
 - Recipes made with "Better Choice" brands should provide similar positive nutrition attribute(s), e.g., lower fat; whole grain













Standard #2 con't: Align Recipes with Balanced Nutrition Guidelines

- Display serving size, nutrition information and nutrition/health attributes (when possible) to help consumers make informed choices
- Distinguish base recipe from optional ingredients, accompaniments, and garnishes in copy, nutrition information and photography
- For "indulgent" recipes, offer alternative suggestions, such as ingredient substitutions to save calories/fat/sugar/sodium



OREO Cheesecake -

Healthy Living Tip:

Save 70 calories and 9 grams fat per serving by preparing with Reduced Fat OREO Chocolate Sandwich Cookies, PHILADELPHIA Neufchatel Cheese and BREAKSTONE's Reduced Fat or KNUDSEN Light Sour Cream.















Standard #3: Clearly Represent Eating Occasions

- Clearly represent the eating occasion as a meal, snack or treat
 - Do not show snacks as substitutes for meals
 - Do not label something a dinner unless it is complete
- When portraying a mealtime occasion, represent a nutritious variety of foods.
 When portraying a snack or treat, reflect moderate portions or labeled serving sizes







Main Dish - Baked Salmon with Tomatoes, Spinach & Mushrooms

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Snack - Peanuts

Treat – 2 LU Biscuits = 1 serving







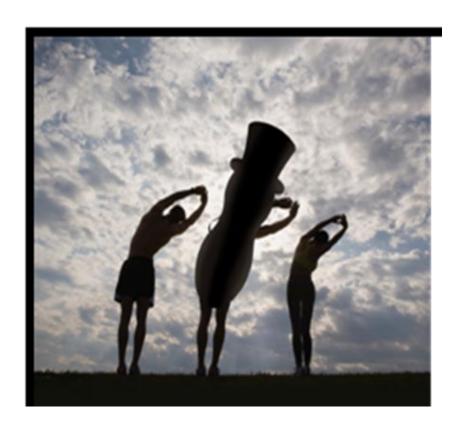






Standard #4: Encourage Depiction of Active Lifestyles

 Work to depict active lifestyles in marketing communications, and consider selecting promotional partners who reinforce or symbolize active lifestyles

















Standard#5: Represent Typical Consumers

- Advertising should reflect the diversity of our consumers, not just ethnicity, age, and gender, but size and shape as well
 - Unrealistic weight loss goals should not be promoted
 - Overweight consumers should never be mocked
 - Children should be offered nutritious food choices















Standard #6: Depict Personal Lifestyle Safety

- Communications should depict children engaged in safe behaviors, such as wearing appropriate safety gear and, where appropriate, being supervised by adults
- Do not depict obviously unsafe or ill-advised behavior by adults, such as not wearing a seatbelt, or driving while distracted

















Standard #7: Portray Kitchen & Food Safety

- Ensure that marketing communications depict safe food handling practices, particularly in television ads and cooking videos. Examples:
 - Show separate cutting boards for meat and vegetables
 - Do not display a chef knife near young children; position oven mitts away from an open flame, etc.
 - As appropriate, provide recipe tips about cooking doneness, and serving foods at safe temperatures for buffets, picnics, etc.

















