

# Mondelēz International Food Marketing Standards

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# Mondelēz 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
4. Encourage Depiction of Active Lifestyles
5. Represent Typical Consumers
6. 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

- Ingredients: Use reasonable amounts and proportions based on food guides and labeled serving sizes to achieve desired taste, texture and functionality with nutritional balance
- H&W Recipes: 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



**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.

