



NEWS

Federal Communications Commission
445 12th Street, S.W.
Washington, D. C. 20554

News Media Information 202 / 418-0500
Internet: <http://www.fcc.gov>
TTY: 1-888-835-5322

This is an unofficial announcement of Commission action. Release of the full text of a Commission order constitutes official action.
See MCI v. FCC, 515 F 2d 385 (D.C. Circ 1974).

FOR IMMEDIATE RELEASE
December 4, 2008

NEWS MEDIA CONTACT:
Amy Blankenship at (202) 418-2500

STATEMENT OF COMMISSIONER DEBORAH TAYLOR TATE REGARDING NESTLÉ'S PLEDGE TO ADVERTISE ONLY BETTER-FOR-YOU PRODUCTS TO CHILDREN UNDER 12

Today Nestlé joins fourteen of the nation's largest food and beverage companies in pledging to only advertise better-for-you foods to children under 12. In particular, this means the popular WONKA brand candies will no longer be advertised to young children. Nestlé has also pledged that its ads targeting children will be limited to 100% fruit or vegetable juice drinks, 100 calorie low-fat flavored milk, chocolate powder flavoring that is either 25% lower in sugar, or contains no added sugar, and frozen desserts that contain no more than 100 calories. I applaud Nestlé for this strong commitment to our children's health and encourage all companies to join the Children's Food and Beverage Advertising Initiative (CFBAI) to help end the epidemic of childhood obesity in America.