



Health & Wellness Fact Sheet

Kraft Foods and Health & Wellness: A Long-Standing Commitment to Healthy Lifestyles

For more than 100 years, Kraft Foods has been making affordable, delicious foods people can feel good about eating – including foods that fit their healthy lifestyles. We continue that tradition today by following four simple principles:

- Provide consumers clear nutrition information,
- Offer better choices,
- Advertise responsibly to children, and
- Promote physical activity and healthy lifestyles.

This is in line with our commitment to the [World Health Organization](#) and our goal to create foods that are wholesome and delicious.

1. Providing simple, clear nutrition information

To make informed decisions, people need the right information delivered clearly and simply. That's why we provide nutrition labeling on our products in all markets worldwide - even where it's not required. We also support common approaches to front-of-pack labeling that give people meaningful nutrition information at a glance. Having a common industry approach makes it easier for people to compare the content of different foods and brands.

Front-of-pack labeling efforts include:

- **Australia and Europe:** Kraft Foods uses front-of-pack labeling based on the Guideline Daily Amounts (GDA). GDAs provide recommendations on the amount of energy and key nutrients the average healthy person needs for a balanced diet. By the end of 2009, all Kraft Foods products in Europe will include GDA information.
- **US:** Kraft Foods fully supports transparent labeling and making nutrition information available to consumers. We are committed to making front of pack changes that will help consumers make better choices.

2. Offering better choices

We continually review our portfolio to see where we can make improvements without compromising quality or taste. Since 2005, we have reformulated or launched more than 5,000 better choices options around the world. They range from foods that have meaningful levels of beneficial nutrients (like fiber, calcium) or are reduced, low or free in calories, fat, saturated fat, sugar and/or salt. We also significantly reduced or eliminated trans fat from our entire line. And we led the way in offering 100-calorie portions with our 100 Calorie Packs, helping people snack and stay on track. Today, we continue to expand our 100-calorie offerings around the globe.

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Examples highlighting our successes:

- **In Europe:**
 - We have reduced sodium in *Dairylea* cheese by 30 percent since 2002.
 - We offer lower fat and light versions of consumer favorites (*Philadelphia*, *Kraft* and *Dairylea* cheeses; *Kraft* dressings and spreads).
 - We offer single-serving sizes and re-sealable packages to help with portion control (*Philadelphia* Mini-tubs, *Milka* 100 Calorie packs).
 - Since 2009, the number of biscuit offerings with wholegrain has increased by 50%.

- **In Asia Pacific**, we provide affordable options to combat nutritional deficiencies in lower-income populations.
 - In China, a single pack of our local *Jai-Gai* biscuit brand provides as much calcium as three glasses of milk.
 - In Indonesia, *Tiger Biskuat* biscuits deliver the benefits of nine vitamins and six minerals.
 - In Indonesia and the Philippines, we're make drinking water fun for kids and families with *Tang Fruitrition*, powder beverage mix fortified with a combination of vitamins and minerals found in fruit juices.
 - In Australia, launched *Philadelphia* cooking cream, a dairy-based cooking product that has 60 percent less fat than regular cooking cream.

- **In Latin America:**
 - We have significantly reduced or eliminated trans fat from our cookie products and offer lower-fat *Philadelphia* cream cheese in a number of countries.
 - In Argentina, we have introduced a "made-without-salt" version of our popular *Express* cracker. With less than five milligrams of sodium per serving, it is dramatically lower in salt than the regular *Express* cracker.
 - In Mexico, *Ritz* crackers made with whole grains deliver five grams of whole grains per serving.
 - In Central America and Dominican Republic, our *Royal* gelatin and pudding desserts have been reduced in sugar by 45 percent and now include Vitamins A, C and E.

- **In the US:**
 - Approximately one in four products is a better choice.
 - We have reduced sodium in many of products between 5 and 30 percent and have announced plans to further reduce sodium by an average of 10 percent across the North American portfolio over the next two years.
 - We also offer more than 100 products that are either low, reduced or no sodium including *Oscar Mayer* Lower Sodium Bacon, *Planters* Lightly Salted Nuts and Hint of Salt crackers including *Triscuit*, *Ritz*, *Wheat Thins*, and *Premium*.

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3. Advertising responsibly to children

How we communicate about our products is just as important as the products themselves. In 2005, Kraft Foods was the first company to announce global advertising to children principles. Our practices have been the model for several voluntary advertising-to-children efforts.

- We have a long-standing policy of not advertising to children under six. For children between six and 11, we advertise only better-for-you products that meet stringent nutritional criteria – [Sensible Solution](#). In the US, we have been using the *Sensible Solution* criteria for the past four years and are transitioning to using the [Smart Choices Program](#) nutrition criteria, which was developed with US consumers in mind. In the rest of the world, we continue to use our *Sensible Solution* criteria.
- We also eliminated all in-school marketing.

Kraft Foods actively works with groups around the world to improve advertising-to-children practices. The following initiatives are in place:

- **Globally:** Kraft Foods is a founding member of the [International Food & Beverage Alliance](#), which made a global commitment to the WHO to advertise only those products that meet specific nutrition criteria to children under 12.
- **Australia:** Kraft Foods joined the [Australia's Responsible Children's Marketing Initiative](#), changing the type of foods advertised to children under 12.
- **Brazil:** In August 2009, Kraft Foods along with 20 other leading food & beverage companies launched the [Brazil Pledge](#) [[Portuguese language version](#)]
- **Canada:** Kraft Foods is participating in the [Canadian Children's Food and Beverage Advertising initiative](#) aimed at limiting advertising on certain nutrition criteria between six and 12.
- **Europe:** Kraft Foods was one of the first to sign on to the [EU Pledge](#), which voluntarily restricts advertising and marketing of food and beverages to children, with independent monitoring and reporting system.
- **Mexico:** In March 2010, Kraft Foods joined 13 other companies on the [Mexico Advertising to Children pledge](#)
- **South Africa:** Kraft Foods joined 23 other food and beverage companies in the [South African Pledge on Marketing to Children](#), to change what and how they advertised to children under 12.
- **Russia:** In October 2009, Kraft Foods along with seven other companies [pledged](#) to change the types of products advertised to children under 12 in Russia.
- **United Arab Emirates (UAE):** Eight companies, including Kraft Foods, pledged to restrict the types of products advertised to children under 12 in the UAE.
- **US:** Kraft Foods is a founding member of the [Children's Food & Beverage Advertising Initiative](#) to change the mix of advertising to children to emphasize better-for-you choices. We also collaborate with the [Alliance for a Healthier Generation](#) and other industry partners to establish nutrition guidelines for competitive foods available to kids in schools.

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4. Promoting physical activity and healthy lifestyles

Kraft Foods has a long history of fighting hunger and promoting healthy lifestyles. We have historically supported programs in 130 cities in 46 countries, including:

- **Canada:** Kraft Foods supports the Boys and Girls Club's *Cool Moves* program, a community-based program aimed at developing awareness of healthy lifestyles and increased levels of physical activity. So far, the *Cool Moves* program has reached 15,000 children and youth.
- **UK:** Kraft Foods supports the *Health4Schools* program, an initiative to promote healthy diet and active play to school children and communities in the Gloucestershire area.
- **Philippines and Indonesia:** In partnership with Save the Children, Kraft Foods supports community-based program that provides meal distribution and nutrition education, reaching more than 180,000 children and families at risk of malnutrition and hunger.
- **Russia:** Building upon the UK's *Health4Schools*, Kraft Foods partners with Charities Aid Foundation (CAF) to teach school-aged children in Russia how to make smart food choices, cook healthy foods, and become more physically active. Program reaches 10,000 children in nearly 100 schools.
- **Brazil:** Launched in partnership with INMED, a school-based malnutrition program called *Health in Action*. Funded for three-years, the program will reach over 150,000 children with a specialized curriculum focusing on gardening, nutrition and health education; basic hygiene and sanitation instruction.
- **US:** Kraft Foods supports *Salsa, Sabor y Salud*, the first healthy lifestyles program designed for Latino families. Developed with the National Latino Children's Institute, the program employs the unique traditions of Latino family gatherings to teach and model healthy living choices. Since 2003, more than 100 community organizations have offered the program, reaching nearly 32,000 people. Kraft Foods also sponsors the *Fuel Up to Play 60* campaign, a nutrition and fitness initiative, supported by the U.S. Department of Agriculture and managed by the National Football League (NFL) and National Dairy Council (NDC), that motivates and rewards youth to be more physically active and eat healthier foods. Finally, Kraft Foods is participating in the [Healthy Weight Commitment](#), a national, multi-year effort designed to help reduce obesity in the US. This coalition of retailers, non-governmental organizations and food and beverage manufacturers seeks to encourage behavior change and provide tools to help consumers achieve energy balance in three critical areas: the marketplace, the workplace and schools.
- **Venezuela:** Healthy foods protect families from disease and malnutrition. They can also create pathway to economic independence. Kraft Foods' partnership with Asociación Civil Servicio de Apoyo Local, provides training, technical assistance and nutrition education to help women achieve financial independence, as well as improve family wellbeing.



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For more information on our efforts, visit our Kraft Foods Responsibility report:
http://www.kraftfoodscompany.com/SiteCollectionDocuments/pdf/kraftfoods_responsibility_report.pdf