



Canadian Children's Food and Beverage Advertising Initiative:  
**The Coca-Cola Company's Commitment**

**FINAL**

**Section A -- Identifying Information**

**A1: Corporate name and address**

Coca-Cola Ltd.  
42 Overlea Blvd.  
Toronto, Ontario

**A2: Name of point of contact for implementation of Pledge**

David Moran  
Director, Public Affairs Communications  
416 753 8804  
damoran@na.ko.com

**A3: Name of specific entity/entities covered by Pledge**

Coca-Cola Ltd.

**A4: Name of each brand and/or product line covered by Pledge**

All brands of Coca-Cola Ltd.

**Section B -- Core Principles**

**B1: Advertising Messaging Principles**

Coca-Cola Ltd. shares the concerns for the nutritional and dietary wellbeing of Canada's children. These are important issues and the problems are complex. We recognize the need to work together to find the right solutions.

The Coca-Cola system in Canada recognizes the positive role it can play in developing and promoting affordable, healthy and nutritious beverage choices and in promoting healthy lifestyles. To help us define and update this role over time, we listen to our customers and consumers and to parents, teachers, doctors and other community leaders. Accordingly, our current advertising policy reflects our commitment to support parents and other caregivers in their role as gatekeepers in all decisions affecting the lives of their children including beverage choices.

## Page 2

Under the Canadian Children's Food and Beverage Advertising Initiative's criteria for products that represent healthy dietary choices, a number of Coca-Cola Ltd. beverage brands qualify to be featured on television, radio, print and interactive media primarily aimed at children under 12. These categories include water, juice, dairy and beverages fortified to address children's nutritional gaps.

All our products are wholesome and suitable for all consumers. At the same time, we understand that children are impressionable, and we respect the role of parents and caregivers in raising children. Therefore, we are committed not to directly market messages for any of our beverages to children under 12.

We have historically not placed – and continue the practice today of not placing – advertising for any of our beverages on any media that is primarily directed to, and has an audience of 50% or more, children under the age of 12.

### **B2: Compliance of advertising messaging principles**

Coca-Cola Ltd. fully supports self-regulation. We will continue to adhere to all applicable laws and will be guided by our federal, provincial and local governments. We also will continue to abide by self-regulated industry standards such as Advertising Standards Canada's *Canadian Code of Advertising Standards*, the Canadian Association of Broadcasters' *Broadcast Code for Advertising to Children* and Refreshments Canada.

Coca-Cola Ltd. continues to expand our beverage portfolio through package and product innovations and acquisitions in order to offer the broadest range of beverages to meet changing consumer needs. As we develop brands, we may consider advertising those brands that meet the Initiative's nutrition criteria on programming directed to children under 12. Should we choose at any point in the future to do so in Canada, it is our intent to ensure that formulations and messaging are consistent with the current Canadian Children's Food and Beverage Advertising Initiative's principles for promoting healthy and active lifestyles among children. In keeping with the requirements of the Initiative, we would submit a revised Commitment to ASC for review and approval that would adhere to the Initiative's principles.

### **B3: Use of licensed characters**

As we have in the past, Coca-Cola Ltd. will continue to be responsible when pairing our brands in licensing and promotional activities that include other food categories. We shall continue to avoid the use of third party licensed characters in any form of company advertising in any media that is primarily directed to children under 12.

**B4: Product placement**

Coca-Cola Ltd. will not feature our beverages within program/editorial content of any medium primarily directed to children under 12.

**B5: Interactive games**

Coca-Cola Ltd. does not conduct promotional efforts in interactive games that are directed primarily to children under 12. If we determine that marketing to children under the age of 12 will occur in interactive games, we will submit a revised Commitment for review and approval by Advertising Standards Canada.

**B6: Advertising in schools**

Coca-Cola Ltd. and its bottling system do not advertise in schools (elementary through high school). We use the Company's Model School Guidelines for School Beverage Partnerships to guide all school agreements. Refreshments Canada School Beverage Guidelines, which were developed in 2006, build upon the Company's Model School Guidelines. The revised guidelines limit beverages in schools to:

- Bottled water and up to 250ml of 100% juice or milk for elementary school students
- Bottled water and up to 300ml of 100% juice or milk for middle school students
- Bottled water and up to 355ml of 100% and light juices, teas, sports drinks and flavored water, as well as low- and no-calorie sparkling beverages

These new standards were developed in direct consultation with leaders from the education community. They are designed to support parents and educators in guiding young people to learn how to make responsible choices. They serve as the beverage criteria for the Healthy Schools Program. They accelerate the shift to lower-calorie and nutritious beverages that children consume during the regular and extended school day.

In accordance with the Company's Model School Guidelines for School Beverage Partnerships, as well as local laws and regulations, Coca-Cola Ltd. and its bottling system partners have been actively converting the product offerings available in vending machines to comply with the guidelines. Vending machine fronts in schools at all levels are being updated to replace full calorie sparkling beverage brands, with brands consistent with the product guidelines above or non-commercial messaging. These guidelines do not prevent the company or its bottlers from offering appropriate programs to schools that encourage physical activity, academic achievement and positive youth development.

**B7: Implementation schedule**

Coca-Cola Ltd. has always taken seriously its responsibility to be a good corporate citizen. We are committed to offering consumers a variety of beverages to choose from in a broad mix of package sizes to suit all occasions and lifestyles. Our commitment also encompasses adhering to the right policies in schools and the marketplace; encouraging physical activity and promoting nutrition education; and continuously meeting changing consumer needs through innovation. We are dedicated to playing an appropriate in cooperation with governments, educators and consumers through science-based solutions and programs.

Coca-Cola Ltd.'s marketing practices are already in place in Canada and are being fully implemented. Some of them date back more than 50 years. We are working aggressively with our foodservice and bottling partners to ensure we continue to adhere to them.