



Responsible marketing policy

About this policy

The purpose of this document is to provide an overview of the Premier Foods Responsible marketing policy.

Who this policy applies to

This policy applies to all colleagues and agencies involved in the development of our advertising and marketing.

Responsibility for this policy

The owner of this policy is the Chief Marketing Officer who leads the Marketing Team.

Introduction

We are committed to helping our customers make healthier food choices. For many years, we've adapted our recipes to enhance their goodness and reduce things like salt, sugar and saturated fats. We've introduced better-for-you versions of some of our most popular ranges, all while never compromising on quality or taste. Our products consider the nutritional impact of portion size, and are clearly labelled with nutrition and allergen information, so consumers can make informed choices. We are responsible when advertising and promoting our products, and target only adult audiences. All our communications comply with relevant regulations and codes, including the UK Codes of Broadcast and Non-Broadcast Advertising. We recognise that governments are looking at the role of regulation in this area and we continue to monitor our policies to ensure compliance.

Here are the specific principles we apply:

Where applicable, we only adopt fully authorised health & nutrition claims when advertising or promoting a product.

We do not advertise or market foods high in fat, salt or sugar (HFSS) in any broadcast or non-broadcast media directly targeted at children under 16 (defined by 25% (or more) of the audience being aged 16 and under). This applies to, but is not limited to, TV, print, radio, internet (both our



own website and third party websites), digital, advergames, mobile, DVD/video and cinema.

We neither condone nor encourage poor nutritional habits, excessive consumption or unhealthy lifestyles within our advertising and promotions.

We do not sample or give-away (in person or via digital media (i.e. free product coupons)) HFSS products to children under 16 without the permission of their parent or guardian.

We do not advertise or market any of our products in schools or educational establishments below university level.

We do not engage in promotions of HFSS products involving HFSS branded gifts with purchase or through giveaways that are specifically aimed at a school environment, e.g. Mr Kipling branded lunch bags, pencil cases, etc.

We will not advertise any HFSS products within 100m of school boundaries.

We do not exploit children's credulity, when advertising or marketing our products, and specifically we will not use any marketing communications with an appeal for under 6 year olds.

Any brand or licensed characters or celebrities that we do use, on HFSS products (in connection with on-pack promotions), and that might appeal to children under 16, will have broad family focus (any prizes will relate to family together time; activities/games/days out) and will not appear on any immediate consumption HFSS packs (i.e. located in "impulse buy" locations in-store) and / or "Food to go" HFSS packs. In addition, all such promotions will only be open to individuals over the age of 18 and, any website used to facilitate promotion entries, will have an age-gateway to verify age of the person attempting to access the website. Any content, on the promotion website (and all associated advertising), will comply with the relevant provisions of the CAP code.

Retailers are also required to comply with all regulations & restrictions concerning the placement of HFSS products in-store.

Whilst the categorisation of products, using the UK Government's Nutrient Profiling Model, is applicable in the UK, other markets may have differing rules. Premier Foods will ensure it complies with the relevant rules and regulations in each market it sells and promotes its products.

All colleagues and agencies, involved in the development of our advertising and marketing, are made aware of our policy and receive appropriate guidance and training on the importance of ensuring full compliance at all times.