



Age
21/07/2009
Page: 3
General News
By: Daniella Miletic
Region: Melbourne
Circulation: 197600
Type: Australian Capital City Daily
Size: 133.72 sq.cms
Frequency: MTWTFS-

Nestle cuts sugar in snacks to keep child ads

By **DANIELLA MILETIC**
CONSUMER AFFAIRS REPORTER

GIANT food manufacturer Nestle has reduced the sugar levels of some of its most popular snacks — including some Allens lollies and Milo B Smart — to meet new nutritional standards and to be able to advertise them to children.

Earlier this year, companies including Nestle, Coca-Cola and McDonald's pledged to stop advertising products directed at children under the age of 14 unless they met nutrition criteria developed by accredited dietitians.

To meet the code, which comes into effect next month, Nestle has reformulated several of its best-selling products, including Allens lollies, whose new "reduced sugar" range will have 25 per cent less sugar.

Under the changes, Uncle

Tobys Roll-Ups, popular for school lunches, will have 40 per cent less sugar. The company will also introduce a new sweet fruit snack, Uncle Tobys Fruit Fix, which will be made with 99 per cent fruit ingredients. Uncle Tobys muesli bars will contain no artificial colours or flavours.

Drinking-chocolate Milo B Smart, released last year, also has reduced fat and sugar. Changes will be made to two Peters ice-creams varieties, the Milo scoop shake and Billabong range, so that they contain no artificial colours.

Nestle spokeswoman Fran Heron said that after a review the company decided to reformulate several products to meet the nutritional guidelines. "This is not a token gesture, this is something that Nestle is deeply

committed to," she said.

Ms Heron said the products would not be advertised on TV in children's programming times, between 4pm and 6pm, but the company would begin to advertise them after 6pm.

The Obesity Policy Coalition, which includes VicHealth, Cancer Council Victoria and Diabetes Australia, yesterday warned that while companies such as Nestle were beginning to reformulate children's snacks in order to be able to advertise them to children, they should not be considered healthy.

A survey commissioned by the group shows that more than 90 per cent of consumers favour the Government regulating games and competitions on websites that promote unhealthy food to children.