NESTLÉ Food Marketing to Children
Results from CSPI’s Assessment

OVERVIEW
Nestlé markets food to children in a variety of ways, including school vending, school food service, on websites, in magazines, and on food packages. In this assessment, 113 of the 121 (93%) foods and beverages marketed to children were of poor nutritional quality.

METHODS
Between 11/09/07 and 12/05/07, we assessed the nutritional quality of Nestlé foods/beverages/candy found in/on: school vending machines, school food service, Nestlé websites, children’s magazine ads (Nickelodeon), child-targeted food products (Washington, DC grocery store), and children’s television ads (NICK 1).

RESULTS

School vending machines
Of the eight beverages that Nestlé markets in school vending machines, six (75%) were of poor nutritional quality. All beverages were different flavors and types of Nestlé’s Nesquik ready to drink line. Of the six beverages that were of poor nutritional quality, four were made with low fat milk (1%) but the portion size was larger than recommended for children.

School food service
Nestlé also markets several foods through school breakfast, school lunch, and a la carte programs. Of 15 foods, nine (60%) were foods of poor nutritional quality.

Nestle websites
Nestle had five child-oriented websites that feature mostly foods of poor nutritional quality:

<table>
<thead>
<tr>
<th>Product Name</th>
<th># of Products on website</th>
<th>% of PNQ</th>
</tr>
</thead>
<tbody>
<tr>
<td>Butterfinger.com</td>
<td>17</td>
<td>100</td>
</tr>
<tr>
<td>HotPockets.com</td>
<td>15</td>
<td>60</td>
</tr>
<tr>
<td>Nesquik.com</td>
<td>24</td>
<td>100</td>
</tr>
<tr>
<td>Nesquik-cooler.com</td>
<td>10</td>
<td>100</td>
</tr>
<tr>
<td>Wonka.com</td>
<td>57</td>
<td>100</td>
</tr>
</tbody>
</table>

Nestlé advertisements in Nickelodeon Magazine
Five ads for Nestlé products appeared in the six issues of Nickelodeon children’s magazine between August 2007 and March 2008. All five ads (100%) were for Wonka candy (Sweetarts, Laffy Taffy, and various forms of Nerds candy).

Products
Ten Nestlé products that had on-package marketing to children were found at the Columbia Road Safeway grocery store in Washington, DC on 12/05/07. All ten (100%) of the products were foods of poor nutritional quality. Products included chocolate syrup and powder (for making chocolate milk), ready-to-drink chocolate milk beverage, and various types of Wonka-brand candy.

Television advertisements
Five of 187 (3%) food ads shown during 28 hours of Nickelodeon (NICK1) programming were for Nestle products. One of the five ads was for Nerds candy, a food of poor nutritional quality. The other advertised products were Juicy Juice and infant formula.