

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.

Nestlé websites

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

Product Name	# of Products on website	% of PNQ
Butterfinger.com	17	100
HotPockets.com	15	60
Nesquik.com	24	100
Nesquik-cooler.com	10	100
Wonka.com	57	100

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 Nestlé 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.