

PepsiCo Policy on Responsible Advertising & Marketing to Children

PepsiCo has long been a promoter of responsible advertising to all consumers, shown for example through our adherence to the [Consolidated ICC Code of Advertising and Marketing Communication Practice](#).

We further acknowledge that children, as a potentially vulnerable group of consumers, deserve greater attention.

PepsiCo has therefore joined a group of top global food and beverage manufacturers¹, in adopting a worldwide voluntary commitment² to restrict our advertising and marketing to children³ only to those products which meet [PepsiCo's Nutrition Criteria for Advertising to Children](#) intended to encourage the consumption of healthier food and beverage products.

This policy is currently being rolled out and will be fully implemented, at the latest, by the end of 2010. We will work with other industry players to ensure that monitoring and reporting processes are put in place to ensure and demonstrate continued compliance with this policy.

¹ Including Coca-Cola, General Mills, Grupo Bimbo, Kellogg's, Kraft, Mars, Nestle and Unilever

² This commitment establishes a minimum standard for all PepsiCo product and brand advertising and marketing around the world. It is not intended to replace existing commitments and/or regulatory obligations.

³ Any paid third-party advertising or marketing channels which may be widely assumed to have an audience (print, TV, cinema, internet site, etc) which is comprised of a majority of under 12s.