

# NOURISHING WELLBEING:

## Mars' Health and Wellbeing Commitments



### Doing Our Part

**For over 100 years, Mars has been committed to making high-quality products that consumers love.**

As we look ahead to the next 100 years, the food industry needs to respond to concerns that consumers, governments and other organizations have about health issues related to the over-consumption of calories, fat, sugar, and salt.

From innovative pack formats to ambitious reformulation targets, we're making it as easy as possible for Mars products to be part of a healthy lifestyle. That's why we've been introducing industry-leading initiatives, providing greater choice and transparency, and supporting healthy lifestyles among our Associates.

Read on to learn more about how we're paving the way for real, meaningful change through our commitments to health and wellbeing.



### Leading the Industry

Our commitment to support the health and wellbeing of our consumers stems from over a decade's worth of steady progress, during which we've been leading the industry by implementing initiatives based on sound scientific evidence and real consumer demand. We were among the first to:



Introduce a **Global Marketing Code** to guide the responsible marketing communications of all our human food products, including not marketing to children under 12



Implement **front-of-pack calorie and GDA labeling** (or equivalent labeling) on all chocolate, confection and food products



**Limit all single portion sizes to 250 calories** or less for confectionery



**Reduce levels of saturated fat** in chocolate products around the world, and **reduce sodium** from Mars Food products worldwide



Commit to **removing artificial colors** from all human food products globally



Develop **Nutrition Criteria, based on World Health Organization nutrition recommendations, to guide development and reformulation** of healthier Mars Food dinnertime products and on-pack recipe suggestions



**Publicly support the World Health Organization's** guidance that people keep their intake of added sugars to less than 10% of their total calories. *In line with this:*



We're engaging with partners to ensure that no finished product created in partnership with another entity, or by pairing a Mars Wrigley Confectionery product with another, will contain more than 50 grams of added sugar per serving



We're working to reduce added sugar in some Mars Food sauces and light meals by 2018



### We are also passionately committed to oral health.

Through the **Wrigley Oral Healthcare Program** we've been collaborating worldwide with oral health experts for over 25 years to encourage good oral care practices, including chewing sugar-free gum after eating and drinking. The oral care benefits of chewing sugar-free gum are widely recognized and supported by regulatory authorities, such as the European Commission, an increasing number of governments, FDI World Dental Federation, and nearly 20 national dental associations around the world.



# Furthering Our Commitments

We are continuously pushing ourselves and our peers to offer consumers more choice and transparency while keeping the same great tastes and experiences our fans love. We support transparent nutrition labeling helping consumers make informed choices and select the foods that are right for them and their families, and we want to help them understand that our chocolate and confections are an occasional treat, not an everyday snack or meal replacement. This is why:

## For our confectionery products, we've:



Moved away from "king size" products, and **committed to increase the number of single portion treat packs which are 200 calories or less**



Committed to creating more portionable, re-sealable and "sharing size" offerings, **making it easier for our consumers to share or save for later**



**Removed industrially produced trans fats** in all our chocolate products to technically unavoidable minimal levels, and are working with industry groups and regulators in Europe and the U.S. to ban use of partially hydrogenated fats in foods

## For our Mars Food products, by 2021, we will also:



Rollout new labeling to **help consumers identify which Mars Food products are great any day options**, and which are more indulgent products best enjoyed as part of a balanced weekly diet



**Reduce sodium by an average of 20%** across our global Mars Food portfolio, in addition to the average sodium reduction of 25% we achieved between 2007 and 2012



Ensure 50% of all Mars Food rice and grain products have **at least one serving of whole grains or legumes per serving**. Our Mars Food tomato sauces already include **at least one serving of fruits or vegetables per serving**

# More Than a Decade of Commitment

We're on a long-standing journey to improve the nutritional content of our products, while keeping the same great tastes and experiences our fans love. Here's a snapshot of our success and commitments to continue raising the bar.

## 1 2006 Trans fat Reduction

Reformulated our products to **reduce trans fatty acids to very low levels.**



2006

## 2 2007 ADA Seal of Acceptance

Wrigley sugar-free chewing gum is the first to be awarded the American Dental Association's **Seal of Acceptance in the U.S.**; today approximately 20 national dental associations worldwide recognize the oral care benefits of chewing sugar-free gum.



2008

## 3 2007 Mars Marketing Code

Stopped advertising in media where >25% of the audience are **children under 12 years old.**



3

## 4 2008 Guideline Daily Amount (GDA) Labeling

Started to **provide nutritional information** including GDAs on front of pack.



4

## 5 2010 Saturated Fat Reduction

**Reduced saturated fat** in our portfolio and are setting new targets for further reduction.



5

2014

## 6 2010 250 kcal per Portion

Established single serving sizes of **less than 250 kcal.**



6

## 7 2014 The Wrigley Oral Healthcare Program Celebrates its 25th Anniversary



7

## 8 2015 Endorsement of WHO Sugar Guidelines

Announced support of the World Health Organization's recommendation to **limit people's intake of added sugar to less than 10%** of their total calories.



8

2015

## 9 2016 Removal of Artificial Colors

Committed to **remove artificial colors** from our human food products.



9

## 11 2016-2021 Sodium Reduction

Committed to **further reduce sodium by 20%** across our Food portfolio, in addition to a 25% reduction achieved since 2007.



10

11

## 10 2016-2021 Consumption Guidance & Increased Whole Grains

Announced that by 2021, we will **help consumers distinguish** between products that can be enjoyed any day and those more indulgent products that can be enjoyed as part of a **balanced weekly diet**. Half of all rice products will also include **one serving of whole grains or legumes per serving.**