

Date: 6<sup>th</sup> of March 2018

Statement of Support to the

“Be Treatwise” Initiative

CAOBISCO supports activities carried out by its members to promote mindful eating and help consumers to control their calorie intake.

Among such activities, we are pleased to support the “Be Treatwise” initiative launched today in the UK by Mondelēz International, Ferrero UK and Mars Wrigley Confectionery UK.

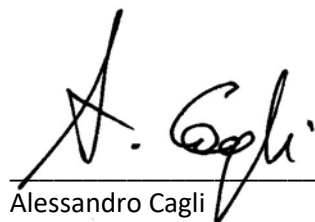
On 1<sup>st</sup> of March, these companies have come together to concretely help UK consumers to adopt a balanced approach to treats, which goes straight to the heart of CAOBISCO business.

The initiative includes crowdsourcing ideas equally from consumers and health experts and relaunching the “Be Treatwise” label on pack, aimed at reminding people that these products are intended as treats, as part of a balanced, varied diet and an active lifestyle.

CAOBISCO is working together with its members on how to best promote mindful consumption of its confectionery products, building also on the “Be Treatwise” initiative.

Portion sizes are a key element for promoting mindful eating of chocolate, biscuit and confectionery products. CAOBISCO therefore looks forward to continuing this discussion within its membership, as well as with Governments, consumers and all other interested stakeholders across the European Union.

Visit [www.betreatwise.net](http://www.betreatwise.net) for more information about the UK initiative, educational resources and practical tips.



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