



## **2010 CCFBIA Commitment**

Weston is pleased to submit its Commitment under the Canadian Food and Beverage Advertising Initiative (The CCFBAI). Weston Bakeries Limited is proud to be a charter member of the CCFBAI and is fully supportive of its goals. Weston Bakeries Limited is very proud to have played an active and contributing role to the Concerned Children's Advertisers (CCA). Established in 1990, CCA works to support and contribute to the establishment of the highest standards and codes of conduct for responsible advertising to children. As well, CCA plays a leading role in providing children with media literacy education and social messaging that will help them to build healthy, active lives. [www.cca-kids.ca](http://www.cca-kids.ca)

### **Identifying Information**

Weston Bakeries Limited

1425 The Queensway

Etobicoke, Ontario M8Z 1T3

416-252-7323

The name and contact information of individual responsible for overall implementation of the Commitment:

Sumit Luthra

Vice President of Marketing

[Sumit.luthra@westonbakeries.com](mailto:Sumit.luthra@westonbakeries.com)

416-252-7323 ext. 2251

### **Brands covered by the Commitment:**

- Wonder / Wonder+

### **Core Principles:**

Wonder/Wonder+ brand are committed to only promoting products that represent healthy dietary choices. Wonder/Wonder+ brands advertise to mom or the decision-maker in the household to promote products that represent healthy dietary choices.

This commitment would be measured by actual post audit media weights.

Weston Bakeries Limited will not develop or launch interactive games directed at children under 12, use licensed characters in advertising directed at children under 12, pay for or actively seek the placement of products in programs and/or editorial content that is primarily directed to children under 12.

Weston Bakeries Limited does not advertise its products to children under 12 via the medium of word-of-mouth, cellphone or PDA advertising and does not advertise on nor sponsor DVDs of “G” rated movies that are primarily directed to children under 12. Neither does it advertise on or sponsor other DVDs whose content is primarily child-directed.

### **Implementation Schedule**

This revised commitment is effective as of January 1st 2010. We will notify Advertising Standards immediately of any amendments and will submit a revised Commitment for their approval.

### **Supporting Data**

To determine if advertising is directed primarily to children under 12, Weston Bakeries Limited is using the following definition:

Advertising directed to children refers to commercial messages for a product in any medium (i.e. television, radio, print or Internet) where one or more of the following conditions are present:

- (a) the users of the particular medium or audience of the program are solely, or substantially, children;
- (b) the message is presented in such a way that it appeals directly to children, or
- (c) in the case of television, the commercial message appears during, just before or just after a program that, according to the broadcaster, is targeted to the under-12 audience.

For the purposes of this initiative, “substantially” means 35% or greater.

Weston Bakeries Limited believes active kids are healthy kids. Through its WONDER brand and its WONDERCARES program, Weston Bakeries Limited is committed to promoting healthy lifestyles amongst families in communities across Canada. In June of 2011, the WONDER brand completed the 6<sup>th</sup> consecutive year of its WONDERCARES Fresh Fitness Challenge – providing fun fitness programming to elementary schools across Canada. This in-school program does not promote the purchase of any specific WONDER product as part of this program.

As part of its broad all-product sodium reduction strategy, WONDER bread and rolls have, in the past 12 months, reduced the sodium content in the great majority of its bakery products by 25%. Nutritional information for all Weston Bakeries Limited branded products is clearly marked on retail consumer packaging.

If Weston Bakeries Limited intends or decides to change any of the above, a revised Commitment will be submitted.

