

QUICK GROUP JOINS EU PLEDGE

- **Leading restaurant chain commits to changing marketing to children**
- **Companies set common criteria for what products can be marketed to children**

Brussels, 10 October 2013: Quick Group, a leading European fast-food hamburger restaurant brand, has joined the [EU Pledge](#) initiative on food marketing to children. The company joins 19 other major global brand owners, representing over 80% of EU food and beverage advertising spend, who have committed to change what they advertise to children in Europe.

The EU Pledge initiative is a voluntary commitment by the [World Federation of Advertisers \(WFA\)](#) to the EU Platform for Action on Diet, Physical Activity and Health. The [Platform](#) was set up by the European Commission in 2005 in order to foster coordinated action by a variety of sectors in order to tackle overweight and obesity in Europe.

EU Pledge membership requires companies to commit to:

- *No food and beverage advertising to children under 12 years, except for products which fulfill specific nutrition criteria based on accepted scientific evidence and/or applicable national and international dietary guidelines.*
- *No communication related to products in primary schools, except where specifically requested by, or agreed with, the school administration for educational purposes.*

The EU Pledge group has recently agreed a new set of common nutrition criteria, applicable to all those member companies that currently use company-specific criteria. These were presented at the EU Platform for Action on Diet, Physical Activity and Health and have been welcomed by the European Commission among others. EU Pledge member companies will apply them across the EU no later than 31 December 2014.

By joining the EU Pledge, Quick Group commits to applying these standards across the EU by 1 January 2014. In addition, Quick Group will take part in the EU Pledge third party monitoring programme undertaken annually by the EU Pledge. Member companies' marketing practices are audited independently by Accenture Media Sciences and the European Advertising Standards Alliance, and overall results are published annually on www.eu-pledge.eu.

"We are delighted to become part of the EU Pledge", said Valérie Raynal, Quick Group Communications Director, "This decision will further strengthen our long-standing commitment to responsible marketing communications."

Said Stephan Loerke, Managing Director of the World Federation of Advertisers: *"We have been asked by the European Commission to continue seeking new members, in view of the recognised, tangible achievements of the EU Pledge, and we are delighted to welcome Quick Group to join the growing ranks of this successful initiative."*

-ends-

For all media enquiries please contact:

Stephan Loerke
s.loerke@wfanet.org
+32 (0)2 506 57 40



Notes for editors:

The World Federation of Advertisers (WFA) is the voice of marketers worldwide, representing 90% of global marketing communications spend- roughly US\$700 billion per annum- through a unique, global network of the [world's biggest markets](#) and [biggest marketers](#). WFA's champions responsible and effective marketing communications worldwide. More information at www.wfanet.org

The EU platform for action on diet, physical activity and health is a forum for European-level organisations, ranging from the food industry to consumer protection NGOs, willing to commit to [tackling current trends in diet and physical activity](#) (95 KB). The Platform is composed of the [following members](#) (133 KB). The idea is that, led by the Commission, the platform will provide an example of coordinated action on this problem by different parts of society that will encourage national, regional or local initiatives across Europe. More information [here](#).

Quick Group: Founded in 1971, the [Quick Group](#) has established itself as the leading European fast-food hamburger restaurant brand. Quick embraced the codes of this young industry and adapted them to the more varied and discerning tastes of Europeans. While Quick Group continues to offer recipes that make it successful, it is actively involved in improving nutrition, in particular towards children, and has always translated its concern into concrete action.

In addition to the framework commitments of the EU Pledge, Quick Group is committed to the following:

1. All of Quick Group's children's meals advertised to children under the age of 12 will always include fruit or vegetables.
2. We are also working on improving on the fat, salt, sugar and fiber content of our products in France and the other markets we operate in.
3. Quick is committed to helping consumers with pedagogical and accessible nutritional information on its products, through the development of an online and phone 'meal calculator' application. This calculator gives the nutritional information for all of Quick's products, as well as possible menu combinations.