

Leading Global Chocolate and Candy Companies Announce Commitment to Transparency, Portion Guidance, and Consumer Education

By 2022, consumers will see more options in smaller packages with clear calorie labels from Mars Chocolate, Wrigley, Nestlé, Ferrero, Lindt, Ghirardelli, Russell Stover, and Ferrara Candy Company

WASHINGTON, D.C. (May 11, 2017)—Five leading global chocolate and candy companies are coming together to provide consumers with information, options, and support as they enjoy their favorite treats. The companies include Mars Chocolate, Wrigley, Nestlé USA, Ferrero, Lindt, Ghirardelli, Russell Stover, and Ferrara Candy Company. By making this commitment, these organizations are redoubling their efforts to create more options in innovative packaging, and educate consumers about how unique products like chocolate and candy can play a role in a happy, balanced lifestyle.

The companies made the announcement today at the Partnership for a Healthier America Building a Healthier Future Summit. PHA will report independent, third-party verification of the commitment on ProgressReports.aHealthierAmerica.org.

“Chocolate and candy have always been a treat, and this is a big commitment by the participating companies to keep it that way,” John Downs, president & CEO of the National Confectioners Association, said. “We are proud to make this five-year commitment with The Partnership for a Healthier America, a highly regarded nonprofit organization that will help us track and verify this meaningful initiative. This is the first step on our journey to recruit other companies to join us as we work to help consumers manage their sugar intake and ensure that they feel empowered to make informed choices.”

The commitment details include:

- By 2022, half of the individually wrapped products made by the participating companies will be available in sizes that contain 200 calories or less per pack. Chocolate and candy are currently available in a wide variety of options – packages ranging from fun size to share size – that can bring a little enjoyment to any occasion. Right now, more than 60 percent of the companies’ individually wrapped products contain less than 250 calories per pack. In the next few years, consumers will see more options in smaller sizes – and innovative new products.
- Within the next five years, 90 percent of the best-selling treats made by these companies will have calorie information printed on the front of the pack, which puts calories for the entire package at consumers’ fingertips, helping them feel empowered when they choose their favorite treat.
- Over the next five years, the newly established [AlwaysATreat.com](https://www.alwaysatreat.com) will begin to evolve into a digital resource full of easy-to-use information for consumers to better understand the unique role that confections can play in a happy, balanced lifestyle.

Progress of the commitment will be monitored and reported by PHA in conjunction with a well-respected policy research organization called Hudson Institute.

“Over the next five years, the participating chocolate and candy companies will help consumers better understand the unique role that confections can play in a happy, balanced lifestyle,” Downs said. “As we focus and leverage the companies’ expertise in marketing, innovation, and distribution, our goal is to reinforce for consumers that chocolate and candy are treats.”

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The National Confectioners Association is the trade organization that advances, protects and promotes chocolate, candy, gum and mints, and the companies that make these special treats. As the leading association for the \$35 billion U.S. confectionery industry, NCA educates the public to help ensure that it understands and appreciates the unique role that chocolate and candy can play in a happy, balanced lifestyle. Confections are produced in all 50 states, creating jobs for approximately 55,000 workers in more than 1,000 manufacturing facilities across the country. More than 400,000 jobs in agriculture, retail, transportation and other industries rely in part on the sale of confections for their livelihood. For every one job that is created by confectionery companies, another seven are supported in related industries. Learn more about the “Power of Sweet” at CandyUSA.com, or follow NCA on [Facebook](#), [Twitter](#) and [Instagram](#).