



PRESS RELEASE

CADBURY SCHWEPPEES GIVES EVIDENCE TO UK SELECT COMMITTEE ON OBESITY

27 Nov 03

Cadbury Schweppes' evidence to the Health Select Committee was presented today and described the clearly understood role that confectionery plays in people's lives against a backdrop of declining activity levels and changing eating patterns. The following summarises the company's contribution to the debate.

Mr Andrew Cosslett, Regional MD of Cadbury Schweppes explained, "There is no direct correlation between confectionery and the recent rise in obesity levels. Some countries - like Switzerland and Denmark - have higher levels of confectionery consumption but lower obesity. In the USA the opposite is true.

"From childhood, we are taught to understand that confectionery is a treat and to manage our consumption accordingly. The confectionery industry helps people to do so - our products are available in a wide array of portion sizes and are clearly labelled with the calories they contain."

Mr Cosslett continued, "There have been two key trends in the last 15 or 20 years which we believe should receive much more attention in the understanding of this issue. Firstly, a significant reduction in activity levels and dramatic increases in watching TV and playing electronic games. Secondly, the change in family meal patterns, the boom in convenience food and particularly out of home and fast food eating where little or no nutritional information is available."

Mr Cosslett stressed that, "The reasons behind the dramatic rise in obesity levels have to be unearthed and fully understood before firm recommendations can be made and actions taken. It is important that society acts with urgency but solutions must be based on robust analysis. Cadbury has a long tradition of taking our social responsibilities seriously and we believe we can play our part too.

"We need to help people understand more about all the food they eat - they often do not know what calories they are consuming. We recommend that an inclusive group is created to look at how the whole of the food chain industry can improve on existing nutritional advice."

Summing up, Mr Cosslett urged everybody to work together. "We need a co-ordinated and coherent call to arms on activity involving the private sector and including food and non-food companies. This could also include the use of sport stars and role models for young people to promote activity and help deliver clear and consistent messages focusing on practical, accessible and fun ways to be more active."

Recognising concerns about advertising to children, Cadbury Schweppes advised the Select Committee that it does not buy advertising within children's TV programmes. "Our products are usually shared, with adults buying 87% of confectionery, so that is where we focus" Andrew Cosslett said.

Commenting on Cadbury's government-endorsed Get Active initiative, Mr Cosslett said, "We responded to an approach from the Youth Sport Trust by introducing our Get Active initiative. We consulted widely. As a result over 10,000 teachers are being trained in PE, 6000 schools have registered to get unbranded sports equipment and 12% of adults

and 24% of children say they have already or would change their behaviour as a result."

Mr Cosslett continued, "We recognise that the token collection scheme distracted from a great activity programme, which had the support of four out of five parents. So we are reviewing the plans for next year but will carry on with our commitment to activity, which remains a crucially important issue in the prevention of obesity."

Having supported the Select Committee Inquiry since its inception, Cadbury Schweppes was one of the first major food manufacturers to provide a submission and volunteer to give oral evidence. Mr Cosslett concluded, "Our business relies on a fit and healthy society and, for this reason, we are pleased to be able to make our contribution on this important issue, both inside and outside the Committee room."

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notes to editors:

The following data* was given in support of Cadbury Schweppes' evidence:

Role of Confectionery

1. Confectionery is less than 2% of food consumption and around 5% of food and drink calories.
2. Confectionery consumption has not risen in line with the current increase in obesity.
3. Adults buy 87% of confectionery.
4. There is no difference in consumption patterns across socio-economic groups.

Changing Lifestyles and Consumption

Activity

1. Activity levels are around 50% below government recommendations with a 400% increase in children being driven to school since the 1970's.
2. Three quarters of 11-16 year olds watching TV for 2hrs a day.
3. 1 in 5 children sit for 5hrs each day - on top of time spent inactive at school.
4. 76% of under 18s have TV's in their room.

Eating Patterns

1. Out of Home eating market has doubled since 1992 - up by £10 billion.
2. 1 in 3 adults eat out of home at least once a week.
3. There has been a 23% increase in pub meals since 1998.

*Data is sourced from ACNielsen, TNS Impulse Panel, TNS Family Food Panel, Office of National Statistics, NDNS, Mintel, IGD, Powergen, Chief Medical Officer and CTB Independent Research.