



THE RESPONSIBLE CHILDREN'S MARKETING INITIATIVE COMPANY ACTION PLAN

COMPANY NAME: Patties Foods Ltd

DESCRIPTION OF CORE BUSINESS:

Manufacturing & Marketing of frozen foods under the brands Patties, Four'n Twenty, Nanna's, Creative Gourmet, Herbert Adams, Snowy River, Chefs Pride

STATEMENT OF COMPANY COMMITMENT:

Patties Foods is committed to responsible marketing to children. We support an active lifestyle and a healthy balanced diet. Patties Foods supports an active lifestyle through our sponsorships which are predominantly aligned to sport and that promote physical activity.

CORE PRINCIPLES:

We will meet each of the core principles outlined in the Responsible Children's Marketing Initiative by:

Advertising Messaging

Patties Foods brands are all targeted at different segments and consumers. Whilst children under the age of 12 do consume some of our products, they are not the primary target market for any of our brands. As such, our advertising is targeted as follows;

- "Main Grocery Buyers" (Female skew, 35-55 years) for the Patties, Nanna's and Creative Gourmet brands
- "Aussie Blokes" (Male, Blue Collar skew, 16-39 years) for the Four'n Twenty brand
- "Older Singles and Couples" and "Young Singles & Couples" for the Herbert Adams brand

Our media mix changes from campaign to campaign, however none of our media is, or will be, directly targeted at children under the age of 12.

Use of popular personalities and characters

Patties Foods does not, and will not, advertise the use of popular personalities, program characters and licensed characters to children under the age of 12.

Product placement

Patties Foods does not, and will not, pay for, nor seek product placement in programming or editorial content targeted at children under the age of 12.

Use of products in interactive games

Patties Foods will not incorporate product placement into interactive games content targeted at children under the age of 12

Advertising in schools

All Patties Foods products and brands targeted at, and for sale in primary schools are approved by the National Heart Foundation Tick Program and the relevant state based School Canteen associations. Our school range of products has significantly reduced saturated fat and sodium levels. Any product related communication used in primary schools will be approved by the school administration and be related to healthy lifestyle activities.

Use of premium offers

Patties Foods will not advertise premium offers targeted at children under the age of 12

SCIENTIFIC OR GOVERNMENT STANDARDS:

Whilst Patties Foods don't specifically or directly target any of our advertising or marketing communication at children under the age of 12, we do have a range of products which have achieved the National Heart Foundation Tick of approval;

Four'n Twenty Aussie Meat Pie

Four'n Twenty Aussie Sausage Roll

Four'n Twenty Traveller Beef

Four'n Twenty Traveller Chicken & Vegetable

Nanna's Lite Snack Apple Pie

Nanna's Lite Family Apple Pie

Nanna's Lite Apple & Mixed Berry Pie

Patties Lite Party Pie

In addition;

Creative Gourmet frozen berries range (18 SKUs)

Creative Gourmet frozen pancakes range (3 SKUs)

Standards used.

- National Heart Foundation Tick program – 14 SKUs registered across 3 brands
- FOCiS – healthy kids program
- Victorian School Canteen Association
- WA School Canteen Association
- Independent laboratory testing of products to achieve reduced saturated fat and sodium levels – testing conducted by Agri Quality
- Rigorous internal QA processes and procedures to ensure product safety, consistency and quality

MEDIA

Patties Foods will commit to ensuring any advertising messages targeted at children under the age of 12 are consistent with the themes of active lifestyles and a healthy balanced diet

COMPLIANCE AND COMPLAINTS

We agree to abide by any decision or ruling made by the appointed arbiter in relation to the execution of this plan.

REPORTING

We will provide a report of our marketing activity against this plan on an annual basis; due by 28 February each year.