



ALDI UK & Ireland

Cartoon Character Policy



Position Statement

ALDI UK is part of the ALDI SOUTH Group.

"The ALDI SOUTH Group of Companies conducts its business according to the principle of corporate responsibility. In all we do we assume responsibility towards our customers, business partners, employees, the community, and the environment."

(Source: [Corporate Responsibility Principles of the ALDI SOUTH Group](#))

Background

OFCOM advertising regulations prevent unhealthy food products appearing in media directed at anyone under 16 years old. This includes not using celebrities and licenses characters that are popular with children.

Using cartoon characters is widely considered a marketing tool to specifically appeal to children. This includes on the packaging of children's food products.

ALDI support the government Childhood Obesity Strategy, which includes a focus on improving 10 key categories defined by Public Health England, that contribute the most sugar to children's diets.

Scope

The initial scope of this policy is applicable to all ALDI own brand food products that fall into the 10 key categories listed below:

- (i) Breakfast Cereals
- (ii) Yoghurts
- (iii) Biscuits
- (iv) Cake
- (v) Morning Goods
- (vi) Pudding
- (vii) Sweet Confectionary
- (viii) Chocolate Confectionary
- (ix) Ice Cream
- (x) Sweet Spreads and Sauces

The following ALDI Icons are exempt from the Cartoon Character Policy:

- (i) Seal Bars
- (ii) Unicorn/Flamingo Cones
- (iii) Jelly Babies
- (iv) Walter, Wendy and Leo Vegetarian Sweet Range

Mamia and Produce Lines are not in scope of this policy.

Following successful implementation of the above, the scope of this policy may be expanded to all products.

Policy

It is an ALDI requirement that Cartoon Characters are not displayed on products that fall into the 10 key categories, with the exemption for Aldi Icons.

It is an aspiration that Cartoon Characters are not used on the packaging of any food product.



Definitions

Requirement: Where policies are stated as a requirement, the policy must be met in order for it to be compliant with the policy. If it is not met, a major (red rated) non-compliance will be raised and sent to the Buying Team. 'Clearance to Supply' (CTS) will not be issued.

Aspiration: Where policies are stated as an aspiration, ALDI would like to work towards achieving this in the future but it is not classified as a non-compliance to the overall policy.

Cartoon Characters: Cartoon Characters are images, designs or visuals included in the artwork of a product which are overly animated or characteristic to specifically appeal to children. For example, faces and limbs on fruit images on yoghurts, a monkey on chocolate cereal or an animated splodge on ice lollies. Actual product images are not in scope of the Cartoon Character definition as these are statement of fact, providing these are not further animated. Real product images used on packaging are not considered cartoons.

Aldi Icons: ALDI Icons are products deemed iconic to the ALDI brand and product cases where the Cartoon Character plays an integral role in the design of the product. ALDI Icons are defined by the TSPS, ALDI Brand Team and ALDI Buying Directors. ALDI Icons are stated as below, further ALDI Icons are to be flagged and reviewed on a case-by-case basis.

Defined ALDI Icons:

- (i) Seal Bar
- (ii) Unicorn/Flamingo Cones
- (iii) Jelly Babies
- (iv) Walter, Wendy and Leo Vegetarian Sweet Range

10 Key Food Categories: A detailed definition of each category is included below.

PHE Category	Category Description
Breakfast Cereal	Includes all breakfast cereals, e.g. ready to eat cereals, granola, muesli, porridge oats.
Yoghurt	Includes all sweetened dairy yoghurt, fromage frais products, including non-dairy alternatives (such as soya, goat, sheep products). Excludes natural yoghurt and unsweetened yoghurt and fromage frais.
Biscuits	Includes all types of sweet biscuits including cereal bars and toaster pastries: gluten free biscuits.
Cake	Includes all types of cakes, ambient and chilled, including cake bars and slices, American muffins, flapjacks, Swiss rolls.
Morning goods	Includes morning goods such as croissants, crumpets, English muffins, pancakes, buns, teacakes, scones, waffles, Danish pastries, fruit loaves, bagels.
Pudding	Includes all types of ambient (including canned), chilled and frozen puddings.
Ice cream	Includes all types of ice cream, dairy and non-dairy, choc ices, ice cream desserts e.g. arctic roll, lollies and sorbets.
Confectionery - Chocolate	Includes chocolate bars, filled bars, assortments, carob, diabetic, low calorie and seasonal chocolate.
Confectionery - Sweet	Includes all sweets. Excludes chewing gum and sugar free sweets.
Sweet spreads/sauces	Includes chocolate spread, peanut butter, dessert topping and fruit spread.
Dessert Topping	Includes dessert syrups with added sugar, coulis, compotes, cream based toppings, brandy sauce.
Nut Butter	Includes peanut butter with added and no added sugar and flavoured peanut butter (including chocolate where peanuts are the main ingredients) as well as all other nut butters.
Fruit Spread	Includes fruit-based spreads that do not fall under the jam definition by legislation.
Chocolate Spread	Includes chocolate hazelnut spreads, milk chocolate spreads, confectionary branded chocolate spreads.