



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, and their emphasis on responsible marketing across the retail sector. This policy matches HFSS Legislation to support cohesion across Aldi’s responsible marketing practices.

Scope

This policy is applicable to all Aldi own brand food and drink products that are considered unhealthy using the products HFSS score. Food products with an NPM score of >3 are considered unhealthy and therefore in scope of this policy. Drink products with an NPM score of >0 is considered unhealthy and therefore in scope of this policy.

The following categories are in scope of this policy:

1. Soft Drinks
2. Crisps & Savoury Snacks
3. Breakfast Cereals
4. Confectionary
5. Ice Cream & Lollies
6. Cakes
7. Biscuits
8. Morning Goods
9. Desserts
10. Yoghurts
11. Pizza
12. Potato Products
- 13a. Ready Meals
- 13b. Meal Centres
- 13c. Breaded & Battered
14. Sweet Spreads & Sauces

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

- (i) Seal Bars
- (ii) Jelly Babies
- (iii) Walter, Wendy and Leo Vegetarian Sweet Range
- (iv) Deeno
- (v) Kevin the Carrot
- (vi) Cuthbert the Caterpillar



Mamia and Key Events are not in scope of this policy.

Policy

It is an ALDI requirement that Cartoon Characters are not displayed on unhealthy products with the exemption of Aldi Icons, Key Events and Mamia products.

It is an aspiration that Cartoon Characters are used on the packaging of healthy products that are marketed to children to encourage the consumption of healthy foods and drinks.

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.

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. ALDI Icons have been defined by the CR Director and approved by the business. ALDI Icons are stated as below, further ALDI Icons are to be flagged by the brand director and reviewed by the CR Director on a case-by-case basis, before the start of the design process.

Defined ALDI Icons:

- (i) Seal Bars
- (ii) Jelly Babies
- (iii) Walter, Wendy and Leo Vegetarian Sweet Range
- (iv) Deeno
- (v) Kevin the Carrot
- (vi) Cuthbert the Caterpillar