

Capri Sun AG  
For the attention of Jan Strubel  
VP Marketing & Innovation  
Neugasse 22  
CH-6300 Zug, Switzerland

Paris, 25<sup>th</sup> of August 2017

Dear Mister Strubel,

Thank-you for your reply of the 21st of July. We read it carefully, but remain unaware exactly when the Capri-Sun Multivitamin sugar reduction and packaging changes mentioned in it will take place. We would also appreciate more detailed information about these changes.

Under its UNESDA commitments, Capri-Sun undertakes not to target children under the age of 12. But foodwatch has observed a variety of marketing activities for the product that clearly target children, including sponsored events and advertising. Are you committed to stopping those child-directed marketing activities as well? If so, when?

We would like to remind to you of our letter of the June 20th, 2017 and inform you that more than 11,000 people have already signed our foodwatch France petition demanding that Capri-Sun AG and its Coca-Cola European partners change its products and packaging to be consistent with reality and in particular, cease marketing that targets children. As you know, the World Health Organization specifically recommends that such marketing be banned<sup>1</sup>.

We are still expecting more comprehensive responses from your side on those demands. As a result, we inform you that our petition and campaign continue.

We look forward to your reply, and remain at your disposal should you wish to discuss any of the issues involved.

Yours sincerely,



Karine Jacquemart, director general, foodwatch France  
Tél. +33 (0)1 43 22 23 63

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<sup>1</sup> See [http://www.euro.who.int/\\_data/assets/pdf\\_file/0005/270716/Europe-nutrient-profile-model-2015-en.pdf?ua=1](http://www.euro.who.int/_data/assets/pdf_file/0005/270716/Europe-nutrient-profile-model-2015-en.pdf?ua=1)



**Jan Strubel**  
VP Marketing & Innovation  
Jan.strubel@capri-sun.com

CAPRI SUN AG · Neugasse 22 · 6300 Zug · Switzerland

## **Foodwatch**

53 rue Meslay  
75003 Paris  
France

### **For the attention of Ms Karin JACQUEMART**

Zug, Switzerland, 21 July 2017

#### **Subject: your letter dated 20 June 2017**

Dear Madam Director,

We acknowledge receipt of your letter dated 20 June 2017 concerning the Capri-Sun Multivitamin product.

We would like to point out that, as the leader of the mini-drinks sector, Capri-Sun has always focused on promoting progress for a number of years now and has taken a number of steps to ensure its products are marketed responsibly to families. It also clearly communicates transparently and clearly the sugar content of its products.

#### **Capri-Sun multivitamin: ingredients and transparency**

Capri-Sun is the only spring water based fruit drink to contain no artificial coloring or preservatives. The Capri-Sun classic range is made from the highest quality natural ingredients: spring water (80 to 82% depending on the flavor), fruit juice (10 to 12% depending on the flavor) and sugar. It's important to note that Capri-Sun multivitamin contains the same amount of sugar as pure fruit juice.

We indicate nutritional values on all our packaging, in particular the number of calories and sugar content, per 100ml serving and per portion. We have also added information on recommended daily intake values (RDI).

As signatory of the UNESDA charter, we have pledged to reduce the added sugar content of all our drinks by an average 10% by 2020 in Europe. Those efforts have already started as we are reducing sugar by 5% by the end of this summer. We remain committed to enhance those efforts and progress in the coming years. We give our consumers a choice, catering to their requirements by launching two new ranges: Capri-Sun Fruit Crush and Capri-Sun Bio, which contain no added sugar. Our new Capri-Sun Bio yellow fruit drink also contains fewer calories than most fruit juices.

### **Capri-Sun commits to responsible marketing**

In addition, under our UNESDA commitments, we have undertaken not to target children in our marketing activities. It forbids the marketing of products to children under the age of 12. Furthermore, we have been working for several months on producing new packaging (pouch and surrounding box) for Capri-Sun Multivitamin in France, which features no animals or games. It is due for launch after the summer break.

Capri-Sun has been committed to the continuous progress to meet its consumers' expectations. I am optimistic that you will recognize those progresses in your further dealings with our brand.

Yours sincerely,

**CAPRI-SUN AG**

A handwritten signature in blue ink, appearing to read 'Jan Strubel', with a long, sweeping tail that extends to the right.

Jan Strubel  
VP Marketing & Innovation

Capri Sun AG  
For the attention of Jan Strubel  
VP Marketing & Innovation  
Neugasse 22  
CH-6300 Zug, Switzerland

Paris, 20.06.2017

Dear Mister Strubel,

We acknowledge receipt of your response letter dated 23.02.2017.

After having read carefully the explanations that you provided, we are still very concerned about the Capri-Sun Multivitamin and its components, packaging and marketing altogether.

As a result, we inform you that we are launching today in France a public petition, in order to encourage you to address those issues (see the text of the petition in annex). Since you have been explicit in your letter about the complementary responsibilities of Capri-Sun AG and Coca-Cola European Partners, you will notice that this petition is addressed to both companies.

As far as we are concerned, we consider that the Capri-Sun multivitamin packaging is misleading. Indeed, no less than 7 fruits are widely represented on the packages, whilst it contains only 12% of fruit juice (based on concentrated juice). In contrast, it contains 19 grams of sugar, which is not represented at all on the front package.

In addition, Capri-Sun in its response letter pretends that *“Capri-Sun’s communication and marketing activities are aimed at the gatekeeper; that is the person who purchases the product and who is in a position to make an informed choice as to whether or not to offer the product to his or her household”*. Seriously? We find this hard to believe, considering the use of colorful cartoons on the packaging, sponsored events and other advertisings clearly targeted at children.

As a conclusion, we kindly ask Capri-Sun AG and Coca-Cola European Partners to change the product components or the packaging, so that they are more consistent. And to stop any marketing activity targeting children. As you know, WHO recommends expressively that marketing should be forbidden for such sugary products.

We are looking forward to receiving your response and remain at your disposal for any communication. Yours respectfully,



Karine Jacquemart, Directrice générale, foodwatch France  
Tél. 01 43 22 23 63



Gian Luca Di Carlo  
Global Brand Manager

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53 rue Meslay  
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**For the attention of Ms Karine JACQUEMART**

Zug, Switzerland, 23.02.2017

**Subject: Your letter dated 7 February 2017**

Dear Madam Director,

We acknowledge receipt of your letter dated 7 February 2017 concerning the Capri-Sun Multivitamin product, and sent to The Coca-Cola Company. In the French market, Capri-Sun AG, owner of the Capri-Sun brand, is responsible for the development and production of Capri-Sun products, while Coca-Cola European Partners is responsible for the marketing and distribution of them.

We have taken note of your questions regarding the Capri-Sun Multivitamin variety.

We would like to point out, first of all, that Capri-Sun AG takes the greatest care in the manufacture of its products and aims to be as clear and transparent as possible as regards their composition. All information can be found on the packaging or on the website [www.caprisun.fr](http://www.caprisun.fr).

Here are our more detailed responses to your questions:

**Regarding the ingredients of Capri-Sun**

Capri-Sun is a beverage made from fruit juice and spring water, containing natural ingredients of the highest quality. The two main ingredients are mentioned on the front side of the product packaging:

- spring water (80% to 82% depending on the flavour)
- fruit juice (10% to 12% depending on the variety)

Capri-Sun also contains:

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- sugar of natural origin
- vitamins naturally occurring in its fruit juices  
In addition, the Multivitamin flavour is enriched with vitamins in conformity with the European standard EC 1925/2006
- flavourings that, again, are of natural origin.

Capri-Sun does not contain artificial flavourings, colourings or preservatives.

The information shown on the packaging is in compliance with all existing regulations and provides consumers with clarity and transparency regarding the composition of the products. Finally, the Capri-Sun packaging is regularly modified in line with our constantly stated wish for enhanced transparency and clarity vis-à-vis our consumers.

### **Regarding added natural sugar**

Capri-Sun Multivitamin contains 39 kcal per 100 ml; that is, 4% of the daily recommended amount according to the PNNS (Plan National Nutrition et Santé – the official French nutrition and health programme).

All of this information allows consumers to make an informed and responsible choice. Capri-Sun AG believes that all food and drink products can form part of a balanced lifestyle and that all beverages and foodstuffs containing sugar should be consumed in moderation, in combination with a balanced lifestyle.

### **Regarding communication and marketing activities**

First of all, all of these activities are in compliance with the five commitments of the UNESDA charter on responsible marketing. Furthermore, Capri-Sun's communication and marketing activities are aimed at the gatekeeper; that is, the person who purchases the product and who is in a position to make an informed choice as to whether or not to offer the product to his or her household.

You also ask about the words 'Flavour of the year 2016' that appear on our products. Note that these words were derived from a study carried out with a panel of consumers by an independent laboratory using a rigorous methodology. If you would like further information on that study, please feel free to contact the laboratory that conducted the study protocol.

Yours sincerely,

**CAPRI SUN AG**



Jan Strubel  
VP Marketing & Innovation

**CAPRI SUN AG**

## Réponse de Capri-Sun AG traduite de l'anglais par foodwatch :

A l'attention de Madame Karine Jacquemart

Sujet : Votre lettre du 7 février 2017

Chère Madame la Directrice,

Nous accusons réception de votre lettre datée du 7 février 2017 concernant le produit Capri-Sun Multivitamin, adressée à The Coca-Cola Company. Sur le marché français, Capri-Sun AG, propriétaire de la marque Capri-Sun, est responsable du développement et de la production des produits Capri-Sun, tandis que Coca-Cola European Partners est responsable du marketing et de la distribution de ces produits.

Nous avons pris note de vos questions concernant le Capri-Sun Multivitamin.

Nous aimerions tout d'abord souligner que Capri-Sun AG porte une attention toute particulière à la fabrication de ses produits et s'efforce d'être le plus clair et le plus transparent possible concernant leur composition. Toutes les informations sont disponibles sur le packaging ou sur le site internet [www.caprisun.fr](http://www.caprisun.fr).

Voici nos réponses plus détaillées à vos questions :

### Concernant les ingrédients de Capri-Sun

Capri-Sun est une boisson faite à partir de jus de fruits et d'eau de source, qui contient des ingrédients naturels de la plus haute qualité. Les deux principaux ingrédients sont mentionnés sur la face avant de l'emballage du produit :

- eau de source (80% à 82% en fonction de la saveur)
- jus de fruits (10% à 12% en fonction de la variété)

Capri-Sun contient également :

- sucre d'origine naturelle
- vitamines naturellement présents dans les jus de fruits  
De plus, la saveur Multivitamin est enrichie avec des vitamines en conformité avec le Règlement (CE) 1925/2006.
- arômes qui, encore une fois, sont d'origine naturelle.

Capri-Sun ne contient pas d'arômes artificiels, de colorants ou de conservateurs.

L'information présente sur l'emballage est conforme aux réglementations en vigueur et offre aux consommateurs clarté et transparence concernant la composition des produits. Finalement, l'emballage Capri-Sun est régulièrement modifié en accord avec notre constante volonté affirmée d'une plus grande transparence et d'une plus grande clarté vis-à-vis de nos consommateurs.

### Concernant les sucres ajoutés naturels

Capri-Sun Multivitamin contient 39 kcal par 100ml ; c'est-à-dire, 4% des apports journaliers recommandés selon le PNNS (Plan National Nutrition et Santé- le programme officiel de nutrition et de santé français).

Toutes ces informations permettent aux consommateurs de faire un choix informé et responsable. Capri-Sun AG estime que tous types d'aliments et de boissons peuvent faire partie d'un mode de vie sain et que tous les aliments et les boissons contenant du sucre devraient être consommés avec modération, dans le cadre d'un mode de vie sain.

### **Concernant les activités de communication et de marketing**

Premièrement, toutes ces activités sont conformes aux cinq engagements de l'UNESDA sur le marketing responsable. De plus, les activités de communication et de marketing de Capri-Sun sont dirigées vers le gardien du foyer ; c'est-à-dire, la personne qui achète le produit et qui est en mesure de faire un choix informé et de choisir d'offrir ou non le produit à son foyer.

Vous avez également posé une question à propos des mots « Saveur de l'année 2016 » qui apparaît sur nos produits. Notez que ces mots sont dérivés d'une étude effectuée avec un panel de consommateurs par un laboratoire indépendant utilisant une méthode rigoureuse. Si vous souhaitez de plus amples informations sur cette étude, n'hésitez pas à contacter le laboratoire qui a mené le protocole d'étude.

Bien à vous,

Capri-Sun AG

Jan Strubel

VP Marketing & Innovation

Coca-Cola France  
A l'attention de Imad Benmoussa  
Président  
9 chemin de Bretagne  
92789 Cedex 09 Issy-les-Moulineaux

Paris, le 7 février 2017.

Monsieur Benmoussa,

foodwatch est une organisation indépendante de défense des consommateurs présente en France, en Allemagne et aux Pays-Bas, qui milite pour plus de transparence dans le secteur alimentaire et un accès pour tous à une alimentation saine.

Nous avons quelques questions à vous poser au sujet de votre produit « Capri-Sun Multivitamin » de la gamme *classique* :

- Pourquoi la face avant de l'emballage montre-t-elle des fruits, alors que le produit contient seulement 12% de jus de fruits à base de concentré ?
- Que contiennent précisément les arômes naturels présents dans le produit ?
- Ce produit contient 19g de sucre par poche de 200ml. Considérez-vous que ce dosage soit adapté aux enfants ?
- Pourquoi ajoutez-vous des vitamines ?
- Pourquoi Capri-Sun Multivitamin contient-il des sucres ajoutés ?
- Qu'est-ce que la « saveur de l'année 2016 », mentionnée sur le carton d'emballage, indique précisément à propos de ce produit ?

Pour assurer la transparence de l'étiquetage, et simplifier sa compréhension par tous, les informations essentielles des aliments doivent être indiquées de façon bien lisible sur la face principale de l'emballage. Elles ne doivent ni occulter la véritable nature des produits alimentaires, ni risquer d'induire en erreur les consommateurs.

Nous vous remercions par avance de bien vouloir nous répondre d'ici le 14 février. Notez que, par souci de transparence, foodwatch se réserve le droit de rendre publiques notre lettre de ce jour ainsi que les réponses que vous voudrez bien y apporter.

Dans cette attente, nous vous prions de croire, Monsieur Benmoussa, en l'expression de nos salutations respectueuses,



Karine Jacquemart, Directrice générale, foodwatch France  
Tél. 01 43 22 23 63