



# MEDIA RELEASE

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## CONFECTIONERY INDUSTRY STRENGTHENS COMMITMENT TO CONSUMER NUTRITION AWARENESS

“The Australian confectionery industry is strengthening its commitment to **Be treatwise**<sup>®</sup> to help address concerns about the nation’s nutrition awareness,” Head of the Australian Industry Group Confectionery Sector and Victorian State Director, Tim Piper, said today.

“The industry is conscious of its role in encouraging healthy lifestyles and healthy diets in Australia.

“The strengthening of **Be treatwise**<sup>®</sup>, the industry’s consumer information initiative which was originally launched in 2006, is designed to provide consumers with greater information about what they are consuming.

“With its logo and tagline ‘*Enjoy a balanced diet*’, **Be treatwise**<sup>®</sup> provides consumers with a simple visual cue on front of pack, to remind them that confectionery is a treat, so they can make an informed choice and be mindful of the energy content in the treats they choose for themselves and their families.

“It is also important that consumers understand serve sizes. As industry progressively implements the refreshed **Be treatwise**<sup>®</sup> logo, as new packaging is rolled out, there will be more information about serve sizes which will explain the energy value of a treat in a simple and easy-to-understand way by using relevant serve size examples, where possible.

“Confectionery is a treat food and as such should be consumed only occasionally and in moderation. The Australian confectionery industry is committed to playing its part in encouraging a healthy and balanced lifestyle, “Mr Piper said.

The **Be treatwise**<sup>®</sup> program is designed to complement and may co-exist with the government led voluntary Health Star Rating System (HSR System).

*For more information on the **Be treatwise**<sup>®</sup> please visit [www.betreatwise.info](http://www.betreatwise.info)*

*Be treatwise is a registered trade mark of the Confectionery Trust.*

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