



# MEDIA RELEASE

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## Halloween fun

This week's Halloween celebrations are all about fun, sharing and enjoying time together.

It's also likely to include eating and enjoying lollies and chocolate. But the confectionery industry is encouraging moderation.

"Confectionery is a treat food and as such should be consumed occasionally and in small amounts," Ai Group Confectionery Sector Head, Tim Piper said today.

"The 'trick' to enjoying Halloween is moderation when it comes to the enjoyment of treats," he said.

This sentiment is also reflected in **Be treatwise**<sup>®</sup>, the industry's consumer initiative designed to provide information to help explain the place confectionery has, as a treat food, as part of a balanced diet and active lifestyle.

The **Be treatwise**<sup>®</sup> logo is on the front of many confectionery packs.

"Halloween is a good time to keep moderation in mind. It's an opportunity to teach children balance in the context of a nutritious diet, with exercise, as well as occasional treats", said Mr Piper.

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