

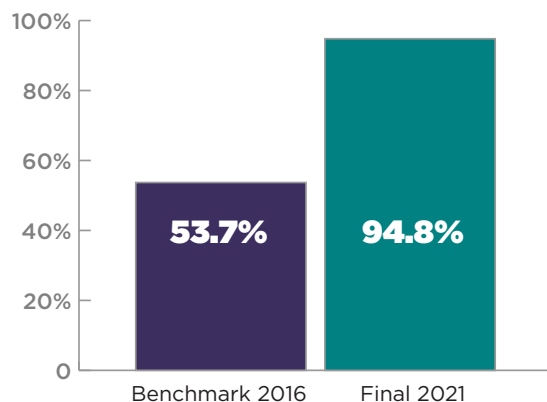
Always A Treat Initiative



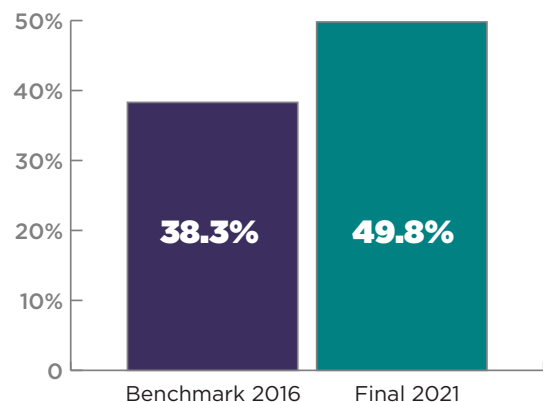
In 2017, Mars Wrigley, Ferrero, Ferrara Candy Company, Lindt, Ghirardelli Chocolate, and Russell Stover Chocolates joined forces in a landmark agreement to help consumers manage their intake of added sugars. In a commitment to Partnership for a Healthier America, these companies set an ambitious goal to provide more transparency, create more portion guidance options in innovative packaging, and educate consumers about how unique products like chocolate and candy can be an occasional treat in a balanced lifestyle.

Here's what we achieved together:

Front-of-Pack Calorie Labels



200 Calories Or Less Per Individually-Wrapped Pack



America's chocolate and candy companies are providing more transparency, choice and portion guidance options for consumers seeking to manage their intake of added sugars - whether that's buying candy for family celebrations at home, picking up a treat to share with friends, or enjoying a treat on the way out of the store. From beloved classics to new offerings like low and zero sugar and organic, the confectionery industry is meeting consumers where they want to be met.

88%

of consumers share with family and friends at least half the time when buying chocolate and candy.¹

People in the U.S. enjoy chocolate and candy

2-3x per week

averaging about **40 calories** and just one teaspoon of added sugar per day.²

[Learn more at AlwaysATreat.com](https://www.alwaysatreat.com)

¹ 2022 State of Treating report

² The National Health and Nutrition Examination Survey (NHANES)