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Playing Offense





BY THE NUMBERS

Most people in the U.S.
enjoy chocolate & candy

2-3 times

per week, averaging about

**40 calories &
1 teaspoon** of

added sugar per day



A UNIQUE ROLE FOR TREATS

People are passionate about their
favorite treats, and have strong

**emotional
connections**

to them. Chocolate & candy
are a special part of
holiday celebrations, family
traditions—and everyday life



CANDY360 puts NCA's bold strategy into action — and delivers results. This is how we actively engage at every level: across our industry, with the media, with retail and wholesale partners, and in the policy arena.



REAL COMMITMENT.

America's leading chocolate and candy companies are coming together to provide consumers with information, options, and support as they enjoy their favorite treats.





BY 2022:

**PORTION GUIDANCE,
OPTIONS & CHOICES**

1/2

of our individually wrapped products
will be available in sizes that contain
200 calories or less per pack.





BY 2022:

**TRANSPARENCY
& INFORMATION**

90%

of the best-selling treats we make will have calorie information printed on the front of the pack, helping consumers to make informed choices.





CONSUMER EDUCATION & SUPPORT

Visit [AlwaysATreat.com](https://www.alwaysatreat.com) to find a digital resource full of easy-to-use information about the unique role that confections can play in a happy, balanced lifestyle.





OUR PARTNERSHIP

Our progress over the term of our five-year commitment will be monitored and reported by the Partnership for a Healthier America in conjunction with a well-respected, nonpartisan policy research organization called the Hudson Institute.





America's Leading Chocolate & Candy Companies



FERRERO



WRIGLEY

www.AlwaysATreat.com



#AlwaysATreat



For your suitcase:

- Know yourself.
- Audit your environment.
- Think: purposeful positioning.
- Make friends before you need them.





National Confectioners Association

ALWAYS A TREAT