Dear food industry,
The World Health Organization says that marketing of products high in sugar and fat is fuelling an obesity epidemic among children.

What you said*
We will change our food advertising to children

What you do

It’s time you stop marketing to children, for real.
http://www.beuc.eu/game-over

*Major food companies agreed in 2012 to an EU pledge which commits them to market products for children in a more responsible manner.