

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



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

What you do



It's time you stop marketing
to children, for real.

<http://www.beuc.eu/game-over>