

# Ad Act won't kill off cereal characters

Rice Krispies-maker, Kellogg's, is not worried about the proposed advertising regulations. Snap, Crackle and Pop are here to stay.



The characters that children have for years associated with their breakfast cereal will not disappear as a result of the new draft Regulations for the Foodstuffs, Cosmetics and Disinfectants Act.

The proposed regulations ban adverts and the inclusion of free toys that entice consumers to eat fast food that the government has deemed to be unhealthy.

Kellogg's spokesperson Kara Cahill said Wednesday the Snap, Crackle and Pop characters have a long heritage with consumers.

“The first thought that pops into the minds of consumers when they think Krispies are these characters. There is a strong link between them and the cereal.”

Cahill said the breakfast falls within the essential foods defined by the regulations.

“In fact, Rice Krispies are still among the most-loved breakfast foods and provide many of our young customers with the essential dose of micronutrients, vitamins and minerals.”

She said it would be difficult to quantify what impact, if any, the regulations could have on advertising as it was still early and more discussions are set to take place.

Cahill said: “The draft has been in development for some time and the industry has been eagerly anticipating its release.

"The published regulations are in the draft phase and Kellogg's, along with other industry players, has three months in which to comment.

"What is encouraging is that the industry has already been taking proactive steps to promote healthier food choices."

McDonald's spokesperson Sechaba Motsieloa said the government was following a global trend of debating the effects that convenience food is having on the health of children and consumers in general.

Motsieloa said: "McDonald's SA has already done more than just talk.

"Over the past three years, McDonald's has introduced a selection of new menu items, including salads, water and milk, that allow customers to make healthier food choices."

Department of health spokesperson Sibani Mngadi said the regulations are expected to have an impact on the marketing strategies of food retailers.

"Consumers are not to be misled and products that are not essential have to be limited in terms of the claims made. Also, these claims will have to be substantiated by health and nutritional benefits."

*Source: The Times*

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