

## HP Hood LLC Marketing Policy

This Marketing Policy applies to the products that HP Hood LLC manufactures and markets under the brands owned by HP Hood LLC. Covered marketing activities include media advertising (*e.g.*, broadcast, print and digital, including websites and social media), advertorials, sponsorship, and sweepstakes, contests and similar promotions for our food and beverage products.

Because we pride ourselves on the health benefits and high quality of our products, our communications will not undermine the pursuit of a healthy, balanced diet and active lifestyle. Our marketing/communications efforts will not encourage or condone excessive consumption of any food or drink and we will continue to endorse initiatives that encourage good nutrition and active lifestyles, including the sponsoring of sports and other community events.

We will direct our marketing communications in all media to adults who make household purchasing decisions (gatekeepers) and young people age 12 and older, both in terms of ad content and media purchasing.

We will always offer responsible and creative advertising featuring our products, trademarks, brands and spokespeople suitable for our intended audiences.

### Principles Regarding Marketing to Children

We will not advertise our products in media primarily directed to children under 12, both in terms of ad content and media purchasing.

We will continue to engage in activities aimed at children that promote good nutrition, health and physical exercise and no internet or social media promotions will be directed to participants under the age of 12. We will not advertise or promote our websites in venues primarily directed to children under 12. Hood will only offer **premiums and incentives** (such as give-a-ways, kids' club memberships, and products for points, contests, or coupons) with the consent from a parent and/or guardian. These efforts will not encourage or condone excessive consumption of any food or beverage.

We will periodically review and update the HP Hood LLC Marketing Policy to ensure it remains consistent and up to date.

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