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**Media release**

## **Banana industry indignation over Wrigley's gum ad**

### **Outrage at bananas being depicted as unhealthy**

A television commercial promoting Wrigley's chewing gum is at the centre of outrage from Australia's banana industry because the ad says bananas are a tooth decay-causing food.

"Bananas are one of the healthiest fresh food products available and the Australian banana industry has been at pains to communicate this message to consumers to convince them to choose a nutritional snack over those that are high in fat, salt or sugar," says David Chenu, Australian Bananas Marketing Manager.

Chenu says, "The current Wrigley's commercial suggests that the foods depicted - a banana is one - are the cause of plaque which then leads to tooth decay.

"To make this connection is both misleading and irresponsible. It is misleading because bananas can be masticated fully and cleaned from the mouth far better and easier than most foods. It is irresponsible because bananas are being shown alongside processed foods with the implication that bananas are bad for you, which is contrary to what well-regarded nutritional research says.

"We have written to Wrigley's airing our concern about the messages being communicated by the commercial but so far have been ignored. As a result, we have lodged a complaint with the Advertising Standards Bureau to have the commercial withdrawn or amended, which is only fair.

"Families, and especially children, are major targets for our banana nutrition messages, and to see a chewing gum company undo all our good work with these consumers cannot be allowed to continue without the strongest objection," he says.

Chenu adds, "The incidence of obesity is rife in Australia and bananas can play a key role in managing body performance. This is why so many elite sportspeople know to turn to a banana during competition to refuel their energy levels with a low-GI natural product that boosts their performance.

#### **Enquiries**

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