

## **Te Marae Ora Announces the Marketing Restrictions on Unhealthy Foods and Beverages to Children will be Enforced**

**16 June 2026 (CKT)**

Te Marae Ora Ministry of Health wishes to advise businesses, organizations, and the public that enforcement of the marketing restrictions on unhealthy foods and beverages to children and infants will commence from 16 June 2026 under the Food Safety Regulations 2014.

The restrictions were formally gazetted and launched in December 2025, providing a transition period for businesses and organisations to become familiar with the new requirements before enforcement begins.

These restrictions are designed to protect children from marketing practices that promote unhealthy food and beverage choices and support efforts to reduce obesity, diabetes, cardiovascular disease, and other non-communicable diseases (NCDs) in the Cook Islands.

The categories of foods and beverages subject to marketing restrictions include:

- Sugar-sweetened beverages and energy drinks
- Confectionery and sweets
- Chocolate and candy products
- Salty snack foods, including chips and similar products
- Pre-packaged cakes, biscuits, pastries, and sweet baked goods

The regulations will prohibit the marketing of unhealthy foods and beverages directed at children, including the use of cartoons, toys, games, celebrities, giveaways, and other child-appealing promotional techniques.

Protecting children's health is a shared responsibility. Te Marae Ora encourages all stakeholders to familiarise themselves with the regulations and work together to create healthier food environments for Cook Islands children.

**For further information, please contact:**

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**ENDS**