Children's Food & Beverage Advertising Initiative
Foods and Beverages that Meet the CFBAI Category-Specific Uniform Nutrition Criteria that May Be in Child-Directed Advertising

I. Introduction

The Children's Food and Beverage Advertising Initiative's 18 participants commit that, in advertising primarily directed to children under age 12 ("child-directed advertising"), they will feature only foods that meet CFBAI's uniform nutrition criteria. (Participants also may use any nutrition criteria that exceed CFBAI's requirements.) This listing is limited to foods that the participants have indicated may be the subject of child-directed advertising. The participants may have other products that meet the criteria that are not advertised to children. Some participants choose to not engage in child-directed advertising even if they have foods that meet CFBAI's nutrition criteria.

II. List of participants

1. American Licorice Company---------- 2
2. Burger King Corporation---------- 2
3. Campbell Soup Company---------- 2
4. The Coca-Cola Company---------- 3
5. ConAgra Foods, Inc.---------- 3
6. The Dannon Company, Inc.---------- 4
7. Ferrero USA, Inc.---------- 4
8. General Mills Inc.---------- 4
9. The Hershey Company---------- 5
10. Kellogg Company---------- 5
11. The Kraft Heinz Company---------- 6
12. Mars, Incorporated---------- 6
13. McDonald's USA---------- 7
14. Mondelēz Global LLC---------- 8
15. Nestlé USA---------- 8
16. PepsiCo, Inc.---------- 9
17. Post Foods, LLC---------- 9
18. Unilever United States---------- 9

American Licorice Company

Not engaging in child-directed advertising

Burger King Corporation

- Kids Oatmeal
  Maple Flavor Oatmeal
  BK® Fresh Apple Slices
  Fat-Free Milk
- Chicken Nuggets Kids Meal
  4-piece Chicken Nuggets
  BK® Fresh Apple Slices
  Fat-Free Milk
- Hamburger Kids Meal
  Hamburger
  BK® Fresh Apple Slices
  CAPRI SUN® 100% Apple Juice
- Hamburger Kids Meal
  Hamburger
  BK® Fresh Apple Slices
  Fat-Free Milk

Campbell Soup Company

Juices

- Bolthouse Farms® Kids Smoothies – Strawberry Meets Banana

Snack Crackers

- Pepperidge Farm Goldfish – Cheddar
- Pepperidge Farm Goldfish – Cheddar Made with Whole Grain
- Pepperidge Farm Goldfish – Colors
- Pepperidge Farm Goldfish – Mix Ups
- Pepperidge Farm Goldfish Grahams – Cinnamon
- Pepperidge Farm Goldfish Grahams – Cookies and Cream
- Pepperidge Farm Goldfish Grahams – French Toast
- Pepperidge Farm Goldfish Grahams – Fudge Brownie
- Pepperidge Farm Goldfish Grahams – Honey
- Pepperidge Farm Goldfish Grahams – Honey Bun
- Pepperidge Farm Goldfish Grahams – S'Mores
- Pepperidge Farm Goldfish Grahams – Strawberry Shortcake
- Pepperidge Farm Goldfish Grahams – Vanilla Cupcake

Snack Crackers (continued)

- Pepperidge Farm Flavor Blasted Goldfish – Slammin' Sour Cream & Onion
- Pepperidge Farm Flavor Blasted Goldfish – Wild White Cheddar
- Pepperidge Farm Flavor Blasted Goldfish – Xplosive Pizza
- Pepperidge Farm Flavor Blasted Goldfish – Xtra Cheddar

Vegetables

- Bolthouse Farms® Shakedowns® – Baby Carrots with Ranch

Fruits (exempt[1])

- Bolthouse Farms® Kids Fruit Tubes – Mango Meets Banana and Pineapple

[1] Fruit products without added sugars are exempt from the uniform nutrition criteria.

The Coca-Cola Company

Not engaging in child-directed advertising

ConAgra Foods, Inc.

Frozen Meals[2]

- Kid Cuisine Beef Patty with Cheese & Bun
- Kid Cuisine Chicken Breast Nuggets
- Kid Cuisine Fish Sticks
- Kid Cuisine Fun Shaped Chicken Breast Nuggets
- Kid Cuisine Hot Dog
- Kid Cuisine Mac & Cheese
- Kid Cuisine Reduced Fat Pepperoni Pizza
- Kid Cuisine Popcorn Chicken
- Kid Cuisine Spaghetti with Mini Meatballs

Peanut Butters/Spreads

- Peter Pan Creamy Peanut Butter
- Peter Pan Crunchy Peanut Butter
- Peter Pan Natural Creamy Peanut Butter
- Peter Pan Natural Crunchy Peanut Butter
- Peter Pan Plus Creamy Peanut Butter
- Peter Pan Reduced Fat Creamy Peanut Butter
- Peter Pan Reduced Fat Crunchy Peanut Butter
- Peter Pan Simply Ground Peanut Butter
- Peter Pan Whipped Creamy Peanut Butter

Canned Pastas

- Chef Boyardee Cheeseburger Maxx (7.25 oz.)
- Chef Boyardee Chicken Marinara (15 oz.)
- Chef Boyardee Chicken Penne (15 oz.)
- Chef Boyardee Chicken Ravioli (15 oz.)
- Chef Boyardee Extra Spicy Beef Ravioli (15 oz.)
- Chef Boyardee Kickin' Sloppy Joe (7.25 oz.)
- Chef Boyardee Mini ABC's & 123's (15 oz.)
- Chef Boyardee Mini Micro Beef Ravioli (7.5 oz.)
- Chef Boyardee Pizza Twist (7.25 oz.)
- Chef Boyardee Spicy Beef Ravioli (15 oz.)

[2] Occasionally, certain brands, such as *Kid Cuisine*, will launch short-term promotions showcasing special, temporary products that will be available only for a limited time. Such products, if advertised to children under age 12, will meet the CFBAI category-specific uniform nutrition criteria, and where feasible, ConAgra Foods will update the Pledge product list to reflect these short-term items.

The Dannon Company, Inc.

Dairy Products

- Activia Greek Nonfat Yogurt – Banana Cream, Blueberry, Cherry, Key Lime, Peach, Raspberry, Strawberry, Toasted Coconut Vanilla, Tropical Fruit, Vanilla
- Activia Greek Light Nonfat Yogurt – Blueberry, Cherry, Peach, Strawberry, Vanilla
- Activia Light Nonfat Yogurt
- Activia Lowfat Yogurt with Fiber
- DanActive Light Probiotic Cultured Dairy Drink
- DanActive Probiotic Cultured Dairy Drink
- Danimals Crunchers Nonfat Yogurt with Grahams
- Danimals Drinkable Smoothie
- Danimals Greek Lowfat Yogurt
- Danimals Nonfat Yogurt
- Danimals Squeezables Lowfat Yogurt
- Dannon Creamy Lowfat Yogurt
- Dannon Dairy Drinks – Mango, Peach, Pecan, Pina Colada, Strawberry, Strawberry Banana
- Dannon Plain Nonfat Yogurt (Portion Size: 6 oz. and 8 oz.)
- Light & Fit Greek Nonfat Yogurt
- Light & Fit Nonfat Yogurt (Portion Size: 4 oz., 6 oz. and 8 oz.)
- Light & Fit Nonfat Yogurt Drinks (Protein Shakes)
- Oikos Greek Nonfat Yogurt – Blackberry, Blueberry, Cherry, Honey, Peach, Pineapple, Pomegranate, Strawberry, Strawberry Banana, Vanilla
- Oikos Greek Nonfat Yogurt – Plain
- Oikos Triple Zero Greek Nonfat Yogurt

Ferrero USA, Inc.

Not engaging in child-directed advertising

General Mills Inc.

Cereals

- Banana Nut Cheerios
- Boo Berry
- Cheerios
- Chocolate Lucky Charms
- Cinnamon Toast Crunch
- Cocoa Puffs
- Cookie Crisp
- Count Chocula
- Franken Berry
- French Toast Crunch
- Golden Grahams
- Honey Nut Cheerios
- Lucky Charms
- Reese's Peanut Butter Puffs
- Trix

Yogurts

- Yoplait Go-Gurt Regular & Twisted (all flavors)
- Yoplait Trix (all flavors)
- Yoplait Kid Cup (Minions, Teenage Mutant Ninja Turtles, Hello Kitty, Frozen, Star Wars)

Snacks

- Fruit by the Foot (all flavors)
- Fruit Gushers (all flavors)
- Fruit Roll-Ups (all flavors)
- Fruit Flavored Snacks (Scooby Doo)

The Hershey Company

Not engaging in child-directed advertising

Kellogg Company

Cereals[3]

- Kellogg's® Apple Jacks®
- Kellogg's® Cinnamon Jacks®
- Kellogg's® Corn Pops®
- Kellogg's® Froot Loops®
- Kellogg's® Froot Loops Bloopers™
- Kellogg's® Frosted Flakes®
- Kellogg's® Frosted Mini-Wheats® *Bite Size*
- Kellogg's® Rice Krispies®
- Kellogg's® Scooby-Doo!

Waffles, French Toast and Pancakes

- Kellogg's® Eggo® Waffles *Homestyle*
- Kellogg's® Eggo Bites™ Waffles *Maple Flavored*
- Kellogg's® Eggo Bites™ French Toast *Vanilla*
- Kellogg's® Eggo Bites™ French Toast *Cinnamon*
- Kellogg's® Eggo Bites™ Pancakes *Chocolatey Chip*

[3] Kellogg may introduce varieties of cereals within a brand that have different shapes but the same formula and nutrition information as products on this list from time to time.

The Kraft Heinz Company

Juices

- Capri Sun 100% Juice – Berry, Grape, Apple, Fruit Punch
- Capri Sun Super V Fruit & Vegetable Juice Drink Blend From Concentrate (all flavors)

Cheeses and Cheese Substitutes

- Kraft/Polly-O 2% String Cheese – Reduced Fat Mozzarella
- Kraft/Polly-O 2% Twist Cheese – Reduced Fat Mozzarella & Cheddar Cheeses
- Kraft/Polly-O Twist Cheese – Low-Moisture Part-Skim Mozzarella and Cheddar Cheeses
- Kraft Singles Pasteurized Prepared Cheese Product – American & White American, Sharp Cheddar, Swiss
- Kraft 2% Milk Singles Reduced Fat Pasteurized Prepared Cheese Product – American & White American, Sharp Cheddar, Swiss

Mixed Dishes

- Kraft Macaroni & Cheese Shapes, Microwaveable Cup (all shapes)
- Kraft Macaroni & Cheese Shapes, Box (all shapes)

Small Meals[4]

- Lunchables with 100% Juice – Turkey & Cheddar Sub Sandwich
- Lunchables with 100% Juice – Pepperoni Pizza
- Lunchables with 100% Juice – Kabobbles Chicken Poppers

Beverages (exempt[5])

- Capri Sun Roarin' Waters (all flavors)
- Kool-Aid Wacky Waters (all flavors)
- Kool-Aid Singles Drink Mix (all flavors)
- Kool-Aid Liquid (all flavors)
- Kool-Aid Easy Mix Liquid Drink Mix (all flavors)
- Kool-Aid On the Go Drink Mix (Sugar Free) (all flavors)

Mars, Incorporated

Not engaging in child-directed advertising

[4] The content of *Lunchables* products may vary from time to time. Although the main component will remain the same, Kraft may periodically modify the treat and/or drink (i.e., *Capri Sun Roarin' Waters* switched for *Capri Sun* 100% fruit juice). The product's nutritional profile, however, will always meet the CFBAI's uniform nutrition criteria. For the most current information about *Lunchables* products' content, consult Kraft's website at www.kraftheinzcompany.com.

[5] "Low calorie" and "very low sodium" beverages are exempt from the uniform nutrition criteria.

McDonald's USA

- Chicken McNuggets Happy Meal
  4 Piece Chicken McNuggets
  Kids Size Fries
  Apple Slices
  1% Low-Fat White Milk
- Chicken McNuggets Happy Meal
  4 Piece Chicken McNuggets
  Kids Size Fries
  Apple Slices
  Fat-Free Chocolate Milk
- Chicken McNuggets Happy Meal
  4 Piece Chicken McNuggets
  Kids Size Fries
  Apple Slices
  100% Apple Juice Box
- Chicken McNuggets Happy Meal
  4 Piece Chicken McNuggets
  Kids Size Fries
  Go-Gurt Strawberry Low-Fat Yogurt
  100% Apple Juice Box
- Hamburger Happy Meal
  Hamburger
  Kids Size Fries
  Apple Slices
  Fat-Free Chocolate Milk
- Hamburger Happy Meal
  Hamburger
  Kids Size Fries
  Apple Slices
  100% Apple Juice Box
- Hamburger Happy Meal
  Hamburger
  Kids Size Fries
  Go-Gurt Strawberry Low-Fat Yogurt
  100% Apple Juice Box

Mondelēz Global LLC

Snack Crackers

- Cheese Nips Baked Snack Crackers ("Cheese Nips") Angry Birds – Naturally Flavored Cheddar (30 g)
- Cheese Nips Angry Birds Go Cup – Naturally Flavored Cheddar (30 g)
- Cheese Nips Despicable Me – Naturally Flavored Cheddar (30 g)
- Cheese Nips Despicable Me Go Cup – Naturally Flavored Cheddar (30 g)
- Cheese Nips Despicable Me Lunchbox – Naturally Flavored Cheddar (28 g)
- Honey Maid Grahams Angry Birds – Honey (30 g)
- Honey Maid Grahams Mini Angry Birds Go Cup – Honey (30 g)
- Honey Maid Grahams Despicable Me (30 g)
- Honey Maid Grahams Despicable Me Lunchbox (28 g)
- Honey Maid Grahams Star Wars (30 g)
- Honey Maid Grahams Star Wars Lunchbox (28 g)
- Honey Maid Grahams – Cinnamon (31 g)
- Honey Maid Grahams – Chocolate (31 g)
- Honey Maid Grahams – Honey (31 g)
- Honey Maid Grahams – Low Fat Cinnamon (31 g)
- Honey Maid Grahams – Low Fat Honey (35 g)
- Honey Maid Grahams Fresh Stacks – Honey (30 g)
- Honey Maid Go Bites Filled Crackers – Chocolate (30 g)
- Honey Maid Go Bites Filled Crackers – Vanilla (30 g)

Snack Crackers (continued)

- Honey Maid Grahamfuls Filled Crackers – Peanut Butter & Chocolate (25 g)
- Honey Maid Grahamfuls Filled Crackers – S'Mores (25 g)
- Honey Maid Squares – Honey (30 g)
- Teddy Grahams Graham Snacks – Chocolate (28 g and 30 g)
- Teddy Grahams Graham Snacks – Cinnamon (28 g and 30 g)
- Teddy Grahams Graham Snacks – Honey (28 g and 30 g)
- Teddy Grahams Snacks – Birthday Cake (30 g)
- Teddy Grahams Graham Snacks – Chocolatey Chip (30 g)
- Teddy Grahams Graham Snacks Big Bag – Cinnamon (30 g)
- Teddy Grahams Graham Snacks Snak Sak – Honey (30 g)

Sugar-Free Gum (exempt[6])

- Trident Extra Care (all 3 flavors)
- Trident Layers (all 8 flavors)
- Trident Base (all 16 flavors)
- Trident Base Pellets (all 3 flavors)
- Trident Splash (all 4 flavors)
- Trident Unwrapped (all 5 flavors)
- Trident White (all 5 flavors)
- Dentyne Ice (all 4 flavors)
- Dentyne Fire (Spicy Cinnamon)
- Dentyne Pure (both flavors)
- Stride (base) (all 4 flavors)
- Stride Sour Patch (all 4 flavors)
- Stride Spark (both flavors)

Nestlé USA

Not engaging in child-directed advertising

[6] Sugar-free mints and gums are exempt from the uniform nutrition criteria.

PepsiCo, Inc.

Cereals
- Quaker® Life Cereal
- Quaker® Old Fashioned Oats
- Quaker® Quick Oats

Cooked Cereals
- Quaker® Instant Oatmeal – Original Flavor

Post Foods, LLC

Cereals
- Alpha-Bits
- Cocoa Pebbles
- Fruity Pebbles
- Honey-Comb
- Marshmallow Pebbles
- Poppin' Pebbles

Bars
- Post Fruity Pebbles Treats

Unilever United States

Popsicles
- Popsicle® AirHeads™
- Popsicle® Disney *Frozen*®
- Popsicle® Hello Kitty™ Face Bar
- Popsicle® Hello Kitty™ Fun Bunch
- Popsicle® Jelly Belly™
- Popsicle® Superheroes (Marvel Avengers™)
- Popsicle® Mystery Middles
- Popsicle® Orange Cherry Grape
- Popsicle® Rainbow
- Popsicle® Red Classics
- Popsicle® Scribblers® (per one pop)
- Popsicle® SpongeBob Squarepants™ Pop Ups®
- Popsicle® Tootsie Pop®