I. Introduction

The Children’s Food and Beverage Advertising Initiative currently has 18 participants. Of these, five companies have elected not to engage in advertising primarily directed to children under 12 (“child-directed advertising”). The other 13 have pledged that 100% of their child-directed advertisements in measured media, digital/social media, and other CFBAI-covered media will be for foods that meet the new CFBAI category-specific uniform nutrition criteria. (Companies also may use any nutrition criteria that exceed the 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.

II. Participants who have committed to not engage in child-directed food and beverage advertising:

1. The Coca-Cola Company
2. Ferrero USA, Inc.
3. The Hershey Company
4. Hillshire Brands Company
5. Mars, Incorporated

III. Participants who have committed to advertise only foods that meet the uniform nutrition criteria in child-directed advertising:

1. Burger King Corp.
2. Campbell Soup Company
3. ConAgra Foods, Inc.
4. The Dannon Company, Inc.
5. General Mills Inc.
6. Kellogg Company
8. McDonald’s USA
9. Mondelēz Global LLC
10. Nestlé USA
11. PepsiCo, Inc.
12. Post Foods, LLC
13. Unilever United States
Burger King Corp.

- Kids Oatmeal
  Quaker® Oatmeal with Brown Sugar and Maple Flavor
  BK® Fresh Apple Slices
  Fat-Free White Milk
- Chicken Nuggets Kids Meal
  4-piece Chicken Nuggets
  BK® Fresh Apple Slices
  Fat-Free White Milk

- Hamburger Kids Meal
  Hamburger
  BK® Fresh Apple Slices
  Calcium-Fortified Minute Maid® Apple Juice

In addition, the side dish and beverages may be advertised individually.

Campbell Soup Company

**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 – Cookies and Cream
- Pepperidge Farm Goldfish Grahams – French Toast
- Pepperidge Farm Goldfish Grahams – Fudge Brownie
- Pepperidge Farm Goldfish Grahams – S’Mores
- Pepperidge Farm Goldfish Grahams – Strawberry Shortcake
- Pepperidge Farm Goldfish Grahams – Vanilla Cupcake
- 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

**Mixed Dishes**
- Pepperidge Farm Goldfish Mac & Cheese – Butter Parmesan
- Pepperidge Farm Goldfish Mac & Cheese – Cheddar
- Pepperidge Farm Goldfish Mac & Cheese – Cheesy Pizza
- Pepperidge Farm Goldfish Mac & Cheese – Nacho Cheese
ConAgra Foods, Inc.

Frozen Meals
- Kid Cuisine Beef Patty with Cheese & Bun
- Kid Cuisine Cheese Pizza
- 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 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 Whipped Creamy Peanut Butter

Pasta Products
- Chef Boyardee Cheeseburger Maxx (7.25 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 Dinosaurs (15 oz.)
- Chef Boyardee Mini Micro Beef Ravioli (7.5 oz.)
- Chef Boyardee Mini Os (15 oz.)
- Chef Boyardee Mini Sea Life Shapes (14.75 oz.)
- Chef Boyardee Mini Sea Life Shapes Microwave Bowl (7.25 oz.)
- Chef Boyardee Mini Sports Shapes (14.75 oz.)
- Chef Boyardee Mini Sports Shapes Microwave Bowl (7.25 oz.)
- Chef Boyardee Pizza Twist (7.25 oz.)
- Chef Boyardee Spicy Beef Ravioli (15 oz.)

1 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 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.
### Foods & Beverages that Meet the CFBAI Category-Specific Uniform Nutrition Criteria

#### The Dannon Company, Inc.

**Dairy Products**
- Activia Greek Nonfat Yogurt – Blueberry, Cherry, Peach, Pineapple, Plain, Raspberry, Strawberry, Tropical Fruits
- Activia Greek Light Nonfat Yogurt
- Activia Light Nonfat Yogurt
- 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
- Dannon Café Selects 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 (Portion Size: 4 oz., 6 oz. and 8 oz.)
- Oikos 0% Greek Nonfat Yogurt – Blackberry, Blueberry, Cherry, Honey, Peach, Pomegranate, Strawberry, Strawberry Banana, Vanilla
- Oikos Greek Plain Nonfat Yogurt

#### General Mills Inc.

**Cereals**
- Chocolate Lucky Charms
- Chocolate Toast Crunch
- Cinnamon Toast Crunch
- Cocoa Puffs
- Frosted Toast Crunch
- Hershey’s Cookies ‘n’ Creme
- Honey Nut Cheerios
- Lucky Charms
- Peanut Butter Toast Crunch
- Reese’s Puffs
- Trix

**Yogurts**
- Yoplait Go-Gurt Regular & Twisted (all flavors)
- Yoplait Go-Gurt Protein (all flavors)
- Yoplait Trix (all flavors)

**Snacks**
- Fruit by the Foot (all flavors)
- Fruit Gushers (all flavors)
- Fruit Roll-Ups (all flavors)

#### Kellogg Company

**Cereals**
- Kellogg’s® Cinnamon Jacks®
- Kellogg’s® Corn Pops®
- Kellogg’s® Frosted Flakes®
- Kellogg’s® Frosted Mini-Wheats® *Bite Size*
- Kellogg’s® Rice Krispies®
- Kellogg’s® Scooby-Doo!

**Grain Products**
- Kellogg’s® Eggo® Waffles *Homestyle*

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2 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.
<table>
<thead>
<tr>
<th>Foods &amp; Beverages that Meet the CFBAI Category-Specific Uniform Nutrition Criteria</th>
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</thead>
<tbody>
<tr>
<td><strong>Kraft Foods Group, Inc.</strong></td>
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<tr>
<td><strong>Cheeses and Cheese Substitutes</strong></td>
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<tr>
<td>• Kraft/Polly-O 2% String Cheese – Reduced Fat Mozzarella</td>
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<tr>
<td>• Kraft/Polly-O 2% Twist Cheese – Reduced Fat Mozzarella &amp; Cheddar Cheeses</td>
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<tr>
<td>• Kraft/Polly-O BBQ Twist Cheese – Low-Moisture Part-Skim Mozzarella Cheese with Barbecue Seasoning</td>
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<tr>
<td>• Kraft/Polly-O Italian Pizzeria Twist Cheese – Low-Moisture Part-Skim Mozzarella with Tomato &amp; Italian Style Seasonings</td>
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<tr>
<td>• Kraft/Polly-O Twist Cheese – Low-Moisture Part-Skim Mozzarella and Cheddar Cheeses</td>
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<tr>
<td><strong>Juices</strong></td>
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<tr>
<td>• Capri Sun 100% Juice – Berry, Grape, Apple, Fruit Punch</td>
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<tr>
<td>• Capri Sun Super V Fruit &amp; Vegetable Juice Drink Blend From Concentrate (all flavors)</td>
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<tr>
<td><strong>Small Meals</strong></td>
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<tr>
<td>• Lunchables with Smoothie – Ham and American Sub Sandwich with Strawberry Banana Smoothie</td>
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<tr>
<td>• Lunchables with Smoothie – Pepperoni Pizza with Strawberry Banana Smoothie</td>
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<tr>
<td>• Lunchables with Smoothie – Turkey and Cheddar Sub Sandwich with Strawberry Banana Smoothie</td>
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<tr>
<td><strong>Mixed Dishes</strong></td>
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<tr>
<td>• Kraft Macaroni &amp; Cheese Shapes, Microwaveable Cup (all shapes)</td>
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<tr>
<td>• Kraft Macaroni &amp; Cheese Shapes, Box (all shapes)</td>
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<tr>
<td><strong>Beverages (exempt^4)</strong></td>
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<tr>
<td>• Capri Sun Roarin’ Waters (all flavors)</td>
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<tr>
<td>• Kool-Aid Singles Drink Mix (all flavors)</td>
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<tr>
<td>• Kool-Aid Liquid (all flavors)</td>
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<tr>
<td><strong>McDonald’s USA</strong></td>
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<tr>
<td>• <strong>Chicken McNuggets Happy Meal</strong></td>
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<tr>
<td>4 Piece Chicken McNuggets</td>
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<tr>
<td>Kids Size Fries</td>
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<tr>
<td>Apple Slices</td>
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<tr>
<td>100% Apple Juice Box</td>
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<td>• <strong>Chicken McNuggets Happy Meal</strong></td>
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<tr>
<td>Kids Size Fries</td>
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<tr>
<td>Apple Slices</td>
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<tr>
<td>1% Lowfat White Milk</td>
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<td>• <strong>Chicken McNuggets Happy Meal</strong></td>
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<tr>
<td>Apple Slices</td>
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<tr>
<td>Fat-Free Chocolate Milk</td>
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<tr>
<td>• <strong>Hamburger Happy Meal</strong></td>
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<td>Apple Slices</td>
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<td>100% Apple Juice Box</td>
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3 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.kraftfoods.com.

4 “Low calorie” and “very low sodium” beverages are exempt from the uniform nutrition criteria.
Montelēz Global LLC

Snack Crackers
- Cheese Nips Baked Snack Crackers ("Cheese Nips") Angry Birds – Naturally Flavored Cheddar (Serving size: 30 g)
- Cheese Nips Mini Angry Birds – Naturally Flavored Cheddar (Serving size: 28 g)
- Cheese Nips Angry Birds Go Cup – Naturally Flavored Cheddar (Serving size: 30 g)
- Cheese Nips Despicable Me – Naturally Flavored Cheddar (Serving size: 30 g)
- Cheese Nips SpongeBob Squarepants – Naturally Flavored Cheddar (Serving size: 31 g)
- Cheese Nips Avengers – Naturally Flavored Cheddar (Serving size: 30 g)
- Honey Maid Grahams Angry Birds – Honey (Serving sizes: 28 g and 30 g)
- Honey Maid Grahams Mini Angry Birds Go Cup – Honey (Serving size: 30 g)
- Honey Maid Grahams Avengers – Chocolate (Serving size: 30 g)
- Honey Maid Grahams Despicable Me (Serving size: 30 g)
- Honey Maid Grahams SpongeBob Squarepants (Serving size: 30 g)
- Honey Maid Grahams – Cinnamon (Serving size: 31 g)
- Honey Maid Grahams – Chocolate (Serving size: 31 g)
- Honey Maid Grahams – Honey (Serving size: 31 g)
- Honey Maid Grahams – Low Fat Cinnamon (Serving size: 31 g)
- Honey Maid Grahams – Low Fat Honey (Serving size: 35 g)
- Honey Maid Grahams Fresh Stacks – Honey (Serving size: 30 g)
- Honey Maid Lil' Squares Grahams – Cinnamon (Serving size: 30 g)
- Honey Maid Lil' Squares Grahams – Honey (Serving size: 30 g)
- Honey Maid Grahamfuls Filled Crackers - Banana Vanilla Crème (Serving size: 25 g)
- Honey Maid Grahamfuls Filled Crackers – Cinnamon Crème (Serving size: 25 g)
- Honey Maid Grahamfuls Filled Crackers - Peanut Butter (Serving size: 25 g)
- Honey Maid Grahamfuls Filled Crackers - Peanut Butter & Chocolate (Serving size: 25 g)
- Honey Maid Grahamfuls Filled Crackers - S’Mores (Serving size: 25 g)
- Honey Maid Grahamfuls Filled Crackers - Strawberry Yogurt Crème (Serving size: 25 g)
- Honey Maid Squares – Honey (Serving size: 30 g)
- Teddy Grahams Graham Snacks – Chocolate (Serving sizes: 28 g and 30 g)
- Teddy Grahams Graham Snacks – Cinnamon (Serving sizes: 28 g and 30 g)
- Teddy Grahams Graham Snacks - Honey (Serving sizes: 28 g and 30 g)
- Teddy Grahams Graham Snacks – Apple (Serving size: 30 g)
- Teddy Grahams Graham Snacks – Chocolatey Chip (Serving size: 30 g)
- Teddy Grahams Graham Snacks – Mixed Berry (Serving size: 30 g)
- Teddy Grahams Graham Snacks – Strawberry Banana (Serving size: 30 g)
- Teddy Grahams Graham Snacks Big Bag – Cinnamon (Serving size: 30 g)
- Teddy Grahams Graham Snacks Snak Sak – Honey (Serving size: 30 g)
### Mondelēz Global LLC (continued)

**Sugar-Free Gum (exempt)**
- Trident Extra Care (all 3 flavors)
- Trident Layers (all 8 flavors)
- Trident Base (all 15 flavors)
- Trident Base Pellets (both flavors)
- Trident Splash (all 4 flavors)
- Trident White (all 5 flavors)
- Dentyne Ice (all 7 flavors)
- Dentyne Fire (Spicy Cinnamon)
- Dentyne Pure (all 3 flavors)
- Stride (base) (all 4 flavors)
- Stride (Shaun White) (all 3 flavors)
- Stride (Fearless Fruit)
- Stride Sour Patch (both flavors)
- Stride Spark (both flavors)
- iD (From the makers of Stride) (All 3 flavors)

### Nestlé USA

#### Ready-to-Drink Milk
- Nesquik Calcium Fortified Lowfat Milk
- Nesquik Calcium Fortified Lowfat Chocolate Milk
- Nesquik Chocolate Lowfat Milk – No Sugar Added

#### Chocolate Flavored Milk Powder
- Nesquik Powder Chocolate – 25% Less Sugar
- Nesquik Powder Chocolate – No Sugar Added

### PepsiCo, Inc.

#### Cereals
- Quaker® Instant Oatmeal – Original Flavor
- Quaker® Life Cereal
- Quaker® Old Fashioned Oats
- Quaker® Quick Oats

### Post Foods, LLC

#### Cereals
- Alpha-Bits
- Cocoa Pebbles
- Fruity Pebbles
- Honey-Comb
- Marshmallow Pebbles
- Poppin’ Pebbles

#### Bars
- Post Fruity Pebbles Treats

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5 Sugar-free mints and gums are exempt from the uniform nutrition criteria.

6 Nesquik Powder Chocolate – 25% Less Sugar meets the uniform nutrition criteria as prepared with fat-free milk.
Unilever United States

Popsicles
- Popsicle® Marvel Super Heroes™
- Popsicle® Orange Burst Pop Ups®
- Popsicle® Reckless Rainbow Pop Ups®
- Yosicle® Chocolate & Vanilla Swirlz
- Yosicle® Strawberry-Raspberry & Strawberry-Banana Swirlz