



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.

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American Licorice Company

Not engaging in child-directed advertising

Burger King Corporation

- Hamburger Kids Meal
Hamburger
MOTT'S® Natural Applesauce
CAPRI SUN® 100% Apple Juice
- Hamburger Kids Meal
Hamburger
MOTT'S® Natural Applesauce
Fat-Free Milk
- Chicken Nuggets Kids Meal
4-piece Chicken Nuggets
MOTT'S® Natural Applesauce
Fat-Free Milk

Campbell Soup Company

Fruits (exempt¹)

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

Juices

- Bolthouse Farms® Kids Smoothies – Strawberry Meets Banana

Vegetables

- Bolthouse Farms® Shakedown® – Baby Carrots with Ranch

Snack Crackers

- Pepperidge Farm Goldfish – Cheddar
- Pepperidge Farm Goldfish – Cheddar Made with Whole Grain
- Pepperidge Farm Goldfish – Colors
- Pepperidge Farm Goldfish – Pretzel Baked with Whole Grain
- Pepperidge Farm Goldfish Grahams – Cinnamon
- Pepperidge Farm Goldfish Grahams – Cookies and Cream
- Pepperidge Farm Goldfish Grahams – French Toast
- Pepperidge Farm Goldfish Grahams – Fudge Brownie

Snack Crackers (continued)

- Pepperidge Farm Goldfish Grahams – Honey
- Pepperidge Farm Goldfish Grahams – S'Mores
- Pepperidge Farm Goldfish Grahams – Strawberry Shortcake
- Pepperidge Farm Goldfish Grahams – Vanilla Cupcake
- Pepperidge Farm Flavor Blasted Goldfish – Burstin' BBQ
- Pepperidge Farm Flavor Blasted Goldfish – Nothin' But Nacho
- 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
- Pepperidge Farm Flavor Blasted Goldfish – Xtra Cheddar Baked with Whole Grain
- Pepperidge Farm Goldfish Mix – Xtra Cheddar & Pretzel
- Pepperidge Farm Goldfish Mix – Honey Mustard & Pretzel
- Pepperidge Farm Goldfish Mix – Chocolate Mint & Pretzel

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 Meals²

- 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 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.)
- Chef Boyardee Super Hero Shapes Pasta in Tomato Sauce (7.5 oz. and 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, Blackberry, Cherry, Key Lime, Peach, Strawberry, Toasted Coconut Vanilla, Tropical Fruit
- Activia Greek Light Nonfat Yogurt
- Activia Light Nonfat Yogurt
- Activia Lowfat Yogurt with Fiber
- Activia Lowfat Yogurt (excludes Fruit Fusion)
- DanActive Light Probiotic Dairy Drink
- DanActive Probiotic Dairy Drink
- Danimals Smoothie Dairy Drinks
- 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 Greek Nonfat Yogurt Mousse
- Light & Fit Nonfat Yogurt (Portion Size: 4 oz., 6 oz. and 8 oz.)
- Light & Fit Protein Smoothies
- Oikos Greek Nonfat Yogurt – Blackberry, Blueberry, Cherry, Honey, Peach, Pineapple, Pomegranate, Strawberry, Strawberry Banana, Vanilla, Plain
- Oikos Triple Zero Greek Nonfat Yogurt
- Oikos Triple Zero Greek Nonfat Yogurt Vanilla and Plain Mild Tasting Recipe Quarts

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

Cereals³

- 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® Cinnamon 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 Organic Juice – Apple, Grape, Tropical Punch, Fruit Punch, Strawberry Lemonade
- 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 Meals⁴

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

Beverages (exempt⁵)

- 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)
- Kool-Aid Jammers Reduced Sugar (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
- Chicken McNuggets Happy Meal⁶
4 Piece Chicken McNuggets
Kids Size Fries
Cuties Mandarin
1% Low-Fat White Milk
- Chicken McNuggets Happy Meal⁶
4 Piece Chicken McNuggets
Kids Size Fries
Cuties Mandarin
Fat-Free Chocolate Milk
- Chicken McNuggets Happy Meal⁶
4 Piece Chicken McNuggets
Kids Size Fries
Cuties Mandarin
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
- Hamburger Happy Meal⁶
Hamburger
Kids Size Fries
Cuties Mandarin
Fat-Free Chocolate Milk
- Hamburger Happy Meal⁶
Hamburger
Kids Size Fries
Cuties Mandarin
100% Apple Juice Box

Mondelēz Global LLC

Not engaging in child-directed advertising

Nestlé USA

Not engaging in child-directed advertising

⁶ Cuties mandarins are a seasonal, fresh, whole-fruit side option, which will be available from mid-January to early May.

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
- Cinnamon Pebbles
- Cocoa Pebbles
- Fruity Pebbles
- Honey-Comb

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®